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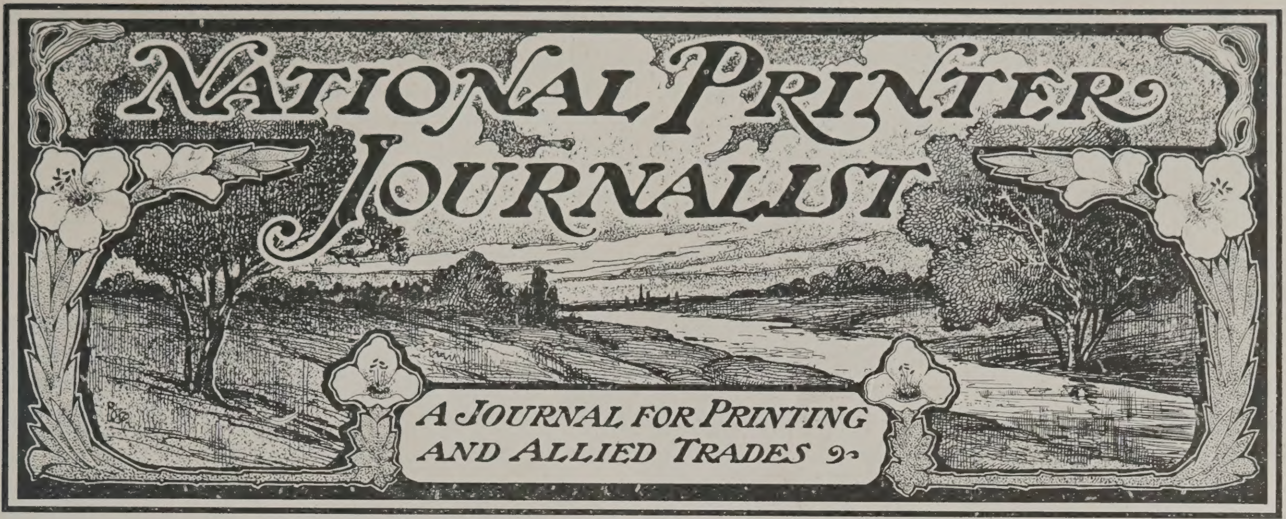
National Printer Journalist
A Journal for Printing and Allied Trades

VOLUME THIRTY-FOUR CHICAGO, JANUARY, 1916 NUMBER ONE

Industrial and Commercial Preparedness and Observation

IT is certainly within the province of the modern newspaper to guard as well as to conserve and promote all the social, civic, educational, industrial, commercial and financial interests of the people. These ends are in no small degree to be reached by giving news of the right kind, in the right way at the right time. Every sane or worthy movement, plan, or effort for accomplishment or improvement in any of these lines affords live news that is fit to print and worth printing. Nothing that is not worth printing is fit to print, and in the broad and unlimited fields of human endeavor and union of interests, worthy news items are so abundant that there is no excuse for not filling every issue of a newspaper with the most vital, interesting and helpful reading, except that of either indolence, ignorance or lack of sympathy, with fellowmen in their lives and aspirations and undertakings, in their successes or failures, their victories or disappointments, their joys or sorrows. There is no excuse for publishing anything that is trifling, low, vulgar, dissipating, or of evil report, or merely sensational without being either helpful or informing.

Once before we have had occasion to remark that the great lesson of the world-war is that of the value and necessity of preparedness. It is an old and homely saying that "it is an ill wind that blows no one any good." The destruction of life and property and the great suffering and want coming from the struggle that seems, on the face of things, to have no adequate justification, are to be regretted, but it has been said that the wrath of man shall be made to praise God and certainly should be made, by its expenditure and exertion, in some way to benefit mankind. Wrath is insanity, but its outbreaks must be met through wise and invincible preparedness. In civil affairs, every citizen should consider himself a warden of his government, ever prepared and ready to guard and defend his country against the wrongs or wrath of external or internal foes. If wars are to exist, every citizen should be a fully trained and thoroughly equipped soldier ready with his fellow, citizen soldiers, to take the field against aggression or violence. Citizenship is worth nothing if it's not worth fighting for and defending. There is very little danger of war against a nation whose every citizen is a soldier, trained and prepared to enter the ranks, in defense of right, home and country. There is no danger from ambitious, troublesome, conquest-seeking militarism, where every citizen is a soldier. Preparedness will prevent war by making it too dangerous and costly, if not powerless. This is strikingly illustrated in the little republic of Switzerland. Preparedness means peace. But it is not of war or its prevention that we set out to write. War has lost its glory and must be shorn of its power.

The glory and the power of this age, notwithstanding, the clash of European armies, is in industrial and commercial achievements on which rest the well-being, comforts, security from want and the happiness-bringing prosperity of all the peoples of earth.

It is well that the war has served to awaken the American people to the greater possibilities

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for industrial and commercial growth and accomplishments, both on land and sea. However, to comment upon what has been written, it is unwise to imagine that these are to be attained by reason of the calamities that have come upon the great commercial and industrial nations through the war. No new opportunities have been opened. They existed all along. The war has only called the attention of men of enterprise to the opportunities and possibilities, from which no benefits can be reached without preparedness, followed by intelligent, insistent plans and efforts. The way has been opened to the press of America to inculcate the truth as to the ways of needed preparation and to win desired ends through sane, aggressive enterprises.

Joseph E. Davies, Chairman Federal Trade Commission, stated in an address before the American Manufacturers' Export Association, in New York City, December 21, 1915: "The economic map of the world is being remade. . . . The industrial, commercial and financial intercourse of the world is in the process of being recast."

Now, to our way of thinking, these assertions are too broad and contain dangerous fallacies. It is not safe to figure on the calamities of others as means of reaping advantages to ourselves. It must be admitted that Germany and Austria-Hungary have been shut off from the commerce of the world and that loss to a greater or less extent has been suffered by the industries and the commercial interests of all the warring nations, but they have by no means been eliminated and they are to be met and accounted with right along. However, his further assertion is doubtless true that: "The next few years contain possibilities of as far-reaching and enduring consequences to our industry, commerce and finance as perhaps have any years in the history of our country." The war has served a purpose in calling attention to these "possibilities," but our misfortune is that we are not prepared, at once, to take advantage of them, any more than we are prepared to enter into battle with the great navies and trained armies of the Old World. That we are not prepared is no excuse for not becoming prepared. Our greatest opportunities rest in our great resources that are only partially developed. Intensified farming, the making of our fields to yield double what they yield now, is much more important than is any possible advantage to be gained by rushing into new fields of commercial and financial enterprises. Almost the same might be said as to the improvement and increase of manufactures, the securing of efficiency and the reduction of costs in all our industries, and conserving and more economically and wisely utilizing all our resources. The necessity of preparedness to meet competition as to our manufactures and in transportation, at home and over the seas, still exist. We need a merchant marine that will be able to compete with the merchant ships of all the world. We need fully to understand and to meet all the demands, in a satisfactory manner, of the new markets that we seek to enter and to satisfy the new buyers of manufactured products, not only with the character, quality, and kinds of products, but as to credits and exchange.

Satisfactory arrangements must be made with existing financial institutions abroad or branch American banks must be established in the countries to be served with our trade. These mean vast undertaking, as well as careful study and adjustments. The development of our own vast resources has left little opportunity for the employment of either time or money in building up foreign markets, or serving the same except with our food products, which were needed and sought after and that sold themselves without any effort on our part. However, we believe, the time has come to prepare for the world trade, but to seek such trade without thorough and careful preparedness, at home and abroad, along lines indicated, will mean disappointment and failure.

Most important of all is the establishing of an American merchant marine under such rules and conditions as to be able to handle all American exports and to meet all comers on the high seas, in charges, speed and security.

However, as stimulating to this preparation and to needed co-operation and fairness in trade, the address contained many points and suggestions. In view of the existing conditions, the address should be carefully studied and liberally and helpfully commented upon. Mr. Davies said, in part:

What of foreign trade? Are we to be content with immediate and large profits? Or shall we recognize a great opportunity through which we may establish the character, quality, and value of American goods, and thereby establish a firm grip upon international markets, in anticipation of the keen competition that is to come, so that thereby a body of substantial foreign trade may be developed which shall serve as a back log and as a stabilizer of American industrial conditions for the long and great future?

American Statecraft Required

The character of your membership, and the fact that there exists organizations of this kind; the extension of banking facilities in South America, with splendid vision, and without regard to immediate profit; the projection of an American investment corporation to engage in the financing of projects in neutral countries that have been crippled by war conditions; these and other facts which might be named are indications that in the present situation there is a commercial and financial statecraft in this country today that is the equal of our best traditions, and that gives promise of enduring advantage for our people.

The Government and Its Functions

But men engaging in business enterprise may well reverse the shield, and ask, "What has Government done, and what is it doing in this situation, to perform its functions of serving the people of the United States?" The manner in which the forces of the Federal Government were marshalled to avert the economic and financial catastrophe in the first fateful weeks of the war is now history. The millions in gold from the Federal Treasury which came to the support of the tottering financial structure not only of this nation but of the world were dispatched to the financial centers with a speed and a promptitude that was regarded as physically impossible. Executive order, legislative authorization, and executive action were projected into the situation with promptness and wisdom that will stand out as worthy of the finest achievements of American capacity to meet emergency.

Since that time, and through the long period of fourteen months of delicate and hazardous international relations, the big substantial fact remains that this country has been kept out of war and has been held upon the paths of peace. That is the signal service that your President of the United States has rendered in this situation, not only to the nation but also to humanity.

In lesser degree every agency of the Federal Government has been bending its efforts to the aiding and sustaining of American interests in this war crisis. Of these various activities I cannot speak with definiteness, except as to those of the Federal Trade Commission affecting our foreign and our domestic industry under those conditions.

With foreign trade we have come into contact through the provisions of the organic act creating the Commission. * * * *

Survey of Industries

The Federal Trade Commission has been in existence nine months. During that time the energies of the Commission have been largely devoted to a survey of the industries of the country. The sound basis for action comes only from an accurate and thorough appreciation of conditions. The processes of industry, the constituent parts thereof, and the interrelations that exist between different kinds and classes of industrial activities are matters of intricate and extensive importance. Information of this kind has been compiled, and is now available.

During that time the Commission has come into personal contact with practically two-thirds of the industries of the country, measured in value of investment; not only to know the men engaged in the businesses, respectively, but to see first-hand some of the problems that confront them. There is at hand, and will be immediately available for the Commission on Preparedness, which it is reported the President of the United States is considering the appointment of, for the consideration of the mobilization of the industrial resources of this country, a record not only of the industries available, but their respective capacities, actual and potential, the degree of their integration, physical and financial. This is the first survey of these factors, assembled through governmental agency.

The investigations of specific subjects, formerly conducted by the Bureau of Corporations, have been continued. Under the directorship of Vice-Chairman Hurley, the facilities of the accounting branch of the organization have been extended to such businesses as desire assistance in matters of cost accounting and efficiency methods in manufacture or commerce. This cost accounting service has not been imposed upon anyone, but exists for those who might wish to avail themselves of it. It has been met with great favor by all classes of business.

Unfair Methods of Competition

The principal function for which the Federal Trade Commission was created was undoubtedly to prevent practices of unfair competition in industry. The object was to destroy monopoly in the seed, and to protect the great majority of business units in industry, whose chief menace comes from practices of unfair competition which might be employed by not a more efficient but a more powerful rival. Complaints covering many varieties of unfair methods have been filed with the Commission, such as, false advertising, bogus independents, price discrimination, bribery of employes, boycotts, misbranding of goods, and the like. These complaints have come from all classes of industry, covering the fields of mining, agriculture, manufacture, and distribution. Of these complaints, and their disposition, the public has not heard much. This is so because of two conditions which the Federal Trade Commission has imposed upon its procedure, for the public interest. No information is given out, or is obtainable upon any application for a complaint which is made to the Federal Trade Commission, until the case has been investigated and until it has been determined that a formal complaint is to be served by the Commission against the parties complained of. The reasons for this are, first, to protect those who in good faith make the complaint, from reprisals by those against whom the charges are made; and, second, to protect legitimate business from the injury which the publication of malicious or improper applications or complaints might subject them to. The other policy which has been adopted is that of advising the party complained against, of the nature and character of the charges made, before formal complaint is made and filed by the Commission, to the end that either the party complained of may establish the lack of public interest, or be given an opportunity, if the situation is clear, to agree that neither as to the complainant nor as to the general public, will there be a continuance of such illegal practice. These policies tend to obscure the amount of work done by the Commission, so far as the publicity of its work is concerned; but it has been felt that a larger service was being performed by the proper protection of legitimate interests of business and by the speedy accomplishment of the relief to the general public and to the parties complained of.

The Federal Trade Commission was created out of a desire to bring into the relations between Government and business and society, a constructive agency. It was designed by those who created it not as a punitive, but as a corrective force. It was hoped that it would serve to bring about a more simple, direct and informal agency for adjustment of matters than would be afforded through a strictly judicial or a strictly administrative agency. The fact that there may be comparatively few complaints brought by this body is therefore not an indication that relief is not being accorded; but may be in fact an indication that the effectiveness of this agency is being demonstrated along the lines comtemplated by those who sought its enactment. A few illustrations of the manner in which this operates will illustrate the situation.

A corporation engaged in the business of selling typewriters circulated among dealers in many cities a letter falsely stating that a competitor had moved its factory from Chicago, and that the customers of such factory would be compelled to make new arrangements for obtaining typewriters, which need the advertising corporation was prepared to fill. A letter directed to the corporation complained of resulted in a retraction, and in the circulation of such retraction ostensively, and the applicant for a complaint thereupon requested the dismissal of the matter.

In still another case, a corporation engaged in the manufacture of an article, published advertisments in which were statements disparaging the goods of a competitor in an improper way. The practice was called to the attention of the Commission, with the result that it was immediately discontinued.

Recently complaint was made by one of the large so-called independents against an alleged price-discrimination practice indulged in by a larger competitive rival. Upon complaint being made by the Commission with the larger competitor, the assurance was voluntarily given that the practice would be discontinued, not only as to the party complaining but also as a general practice, and as to all persons in the trade. Thus it happens that the relief which the Commission could give, to wit, the procurement of the stopping of the practice, is secured with immediate relief to those injured, instead of going through a long process of litigation and procedure that might involve months, or possibly years, for its final determination.

It is contemplated that by the publication of a ruling upon each case, as it is disposed of, that ultimately a body of cases will be built up which will operate as a code of what establishes fairness and unfairness in trade, to the benefit of industry in this situation where formal complaints do not come to trial.

The powers of the Federal Trade Commission are limited by the law of its creation. They are not as extensive as many proponents might have desired; but its responsibilities are greater than its power. To the extent that in its power lay, it is bent and animated by a desire and purpose to aid in every possible manner that is consistent with democratic institutions, in the development of the power and greatness of this nation as an industrial, commercial and financial nation in the world.

It is one of the agencies of Government that must seek, in small part, to aid in the solution of the great problem of the future.

Efficiency in Industrial Competition.

While the significance of Germany's efficiency may perhaps have been exaggerated, nevertheless it is true that an industrial as well as a military organization has been quietly developed in Europe that has eclipsed anything of the kind that we have seen. Economies have been induced in production; scientific methods effected in marketing and distribution; exploitation through combinations of an international character have been developed and are the complement of a military machine that has commanded the admiration of the world. Within the months last past these facts have not been apparent to us alone. England, France and Italy have, under the pressure of overpowering necessity, endeavored to specialize industry for greater economy and effectiveness, and to a degree that it is difficult for us to understand. These influences will obtain after peace has come. To speculate as to the future conditions following the war is idle. But it is still greater folly to assume that in the long future these lessons derived from these conditions will not be translated with military effectiveness and discipline into efficiencies and economies of production and distribution, when the energies pent up in the struggle shall be released for industrial endeavor. The reorganization of industry, when finally established in Europe, will in all probability be invested with a degree of efficiency that will command the respect of all rivals in international competition in the markets of the world. The stimulus of necessity will speed these processes, with the resumption of peace; for international bills will have to be paid through reversing balances of trade, if that be possible; people will have to be employed, and every effort will be made by governments involved to sustain themselves from destruction.

When these conditions will obtain in international industry it will require all of our vision and discipline, enterprise and conservatism, sagacity and daring, to meet them. It will require that our industries shall be integrated and stabilized so that not only will the economies of sustained production be available, but it will require that the social well-being of the workers shall also be sustained upon a proper level, to the same end. It will require a large-minded intelligence and vision of the fruits of industry between capital and labor. Socialized autocracy did this before this epochal war, in a manner that challenged the admiration of the world. It is our task to demonstrate that representative democracy can be equally efficient and serviceable. For a monarchy this task is relatively simple; the task for democracy is far more difficult. For in democracy we cleave to certain essential, fundamental principles as the covenant of our faith, whereas in autocracy there are no such principles that impede translation of theory into effect. We belive in democracy, in America. We believe that it is our first mission in civilization to preserve and sustan it, and demonstrate it as the enduring form of government for the benefit of mankind. It is the very essence of our aspiration, and the spirit of democracy that there shall be fair opportunity for all, not only in political rights but in the exercise of industrial and commercial vocations. Autocracy and monopoly are not abhorrent; they are the same thing—one in political life, the other in industry. Democracy and monopoly are incompatible, because monopoly consists of a denial of the principle of liberty in a sphere of action that touches most intimately and vitally the life of the people. But this does not mean that we should set our face against the advance of progress in industry. The economies of large-scale production to the extent that they exist, the advantages of integration of industry, the sustaining force of stabilization in industry, the prevention of feast and famine, the prevention of cutthroat competition, can all be encompassed in a democratic state without yielding to monopoly in principle or in effect. The problem of democracy is to conserve the efficiencies of industry to the highest degree that is compatible with the fundamental conception of liberty and freedom in industry. The problem of government is not only not to thwart efficiencies, but to stimulate them, to aid them, to develop them to the highest degree that is compatible with the general welfare. That is the problem for democracy. That is the great challenge that comes in the history of civilization to this great Republic, with renewed insistence, out of this epochal war.

It requires that we shall co-ordinate and marshall all of the best forces that are in our industrial business, and political life, for its solution. The critical function is easy, the constructive function is hard.

We seek to build up, not to destroy. We desire to aid, and not to harass.

To preserve for the benefit of posterity the real essence of liberty and freedom in opportunity which America has always prided herself in, is the fundamental source of our effort in Democracy.

* * *

UNIVERSITY OF WISCONSIN TO AID PRINTERS AND PUBLISHERS.

First Institution to Provide Field Man to Install Cost System and to Make Merchandising Survey for Newspapers

To assist Wisconsin printers and publishers to study and install cost accounting methods and to aid newspapers in studying merchandising conditions in their communities as a basis for securing foreign advertising, the extension division of the university in co-operation with the department of journalism and the Wisconsin Federated Printing and Press Associations, has provided a field man who will spend all of his time in traveling through the state to carry on this work.

Robert G. Lee

Field Man appointed by the University of Wisconsin to aid Wisconsin Printers and Newspaper Publishers to install Cost Accounting Systems and to show them How to make a Survey of Merchandising Conditions in their Communities as a Basis for Getting Foreign Advertising.,

The movement to bring about closer co-operation between the University of Wisconsin and the printers and publishers of the state culminated at the first State Conference of Printing and Newspaper Publishing held in Madison last May in co-operation with the department of journalism at the state university by the Wisconsin Press Association, the Wisconsin Daily League, and the State Franklin Clubs. At the meeting the three organizations voted to form the Wisconsin Federated Printing and Press Associations, and adopted resolutions in favor of co-operating with the state university in putting a cost accounting and advertising survey man into the field.

The executive committee of the Federated Associations which has charge of the work consists of Prof. Willard G. Bleyer, head of the department of journalism, chairman; H. L. Hoard, Ft. Atkinson, and C. A. Booth, Milwaukee, of the Wisconsin Press Association; H. H. Bliss, Janesville and F. E. Noyes, Marinette, of the Wisconsin Daily League; George Harrington, Oshkosh and C. H. Van Vliet, Racine, State Franklin Clubs. This committee meets at the university monthy to consider the progress of the field work.

Robert G. Lee, until recently editor and publisher of the Tomahawk (Wis.) Leader, a weekly paper, has been appointed to carry on the field work. Mr. Lee has been engaged in the printing and publishing business for twenty-five years. After beginning as a printer's devil at Attica, Ind., and after continuing in the printing business at De Pere and Green Bay, Wis., he graduated into the editorial department of the Green Bay Gazette, where he was reporter and later telegraph editor. Later he was on the telegraph desk of the Houghton (Mich.) Mining Journal, and on the state desk of the Milwaukee Free Press. Eleven years ago he purchased the Tomahawk Leader, which he continued to edit until he sold it last spring. He was one of the first printer-publishers in Wisconsin to install a cost accounting system, and has taken an active part in the work of the State Franklin Clubs, of which he was vice-president last year.

The university has prepared a simplified cost system particularly adapted to small plants and weekly newspaper offices, and the State Franklin Clubs have had the necessary blanks printed to carry on the accounting at the least possible expense. The university also has a correspondence course in cost accounting for printers who desire to make a comprehensive study of all phases of cost finding, particularly in large plants.

To aid newspaper publishers both of daily and weekly papers to study merchandising conditions in their own communities, the university has prepared an outline for comprehensive survey of each city and town. With the results of such a carefully compiled survey, the newspaper publisher can place in the hands of advertising agents detailed information in regard to merchandising conditions in the section in which the newspaper circulates. Wisconsin is the first state to take up this survey work.

* * *

IN A MODEL NEW BUILDING

Elwood, Ind., December 24, 1015.

Dear Mr. Herbert:—We look longingly each month for your valuable journal. We know it meets the wants and needs of the printer and publisher.

We are now in our new building and some time in the near future we will send you a picture and a floor plan of our plant. We know it is modern and up to date. We have worked hard to have it that way.

Fraternally yours,
A. D. MOFFETT.

Selecting the Best Newspaper in a Newspaper Promotion Contest

Instructive Report of Judges in North Dakota Contest

The committe to whom was referred the question of awarding One Hundred Dollars in gold to the editor whose special edition was the best published during North Dakota Appreciation Week began their labors with no other instructions than that the prize was to go to the "best paper." Practical newspaper men will immediately recognize the difficulty of making an award in accordance with so indefinite a standard. On a scale of 100 per cent, how many points should be given to mechanical excellence, how many to original editorials, how many to the number and kind of special articles, how many to the number and character of the illustrations, how many to the front page, the arrangement of matter and the general make-up.

Since good advertisements are essential to the success of a newspaper, and especially important in a boosting edition for the manner in which they reflect the business conditions of a locality, how many points should be given to the amount and quality of the advertising and whether or not it was well displayed?

The committee was also uninstructed as to whether or not it should inquire into the circumstances surrounding the publication of each of these special editions, for it is obvious that to take the circumstances into consideration would be most confusing, and not to take the circumstances into consideration would be inequitable.

As might be expected, the committee easily selected a dozen or more papers from which to choose the winners. By further study this number was reduced to four, and here the committee found that each of these four possessed superior points of merit over the other three, and each was deficient in some vital feature. One had the best first page, another the best illustrations, another the best editorials, another the best special articles, another the best advertisements. The committee also felt that they could not overlook the greater difficulty in publishing a creditable paper in a small town where the executive and editorial work would fall upon one man, than in publishing a special edition in a city where the paper would be the product of the works of an executive and editorial staff.

Because of the various points of excellence, the committee would recommend that the prize be divided; but if it be necessary that one paper be selected as the best, even though it be excelled by others in some one particular, yet for well-balanced excellence in typographical display, subject matter and general make-up the first place is awarded to the Enderlin Independent, Publisher C. H. Potter.

If the recommendation of the committee be accepted and the prize money divided, then the committee would award a first prize of $40.00 to the Enderlin Independent and three additional prizes of $20.00 each to the Williston Graphic, the Bismarck Palladium and the Valley City Times-Record.

The judges of this contest feel that there are many papers besides those enumerated above that are entitled to special mention,—papers whose special features are original and excellent in many respects.

Larimore Pioneer.

The Larimore Pioneer, published by Edgar L. Richter, President of the North Dakota Press Association, was not entered in the contest owing to the official position of the editor, and the fact that he had been in charge of the arrangement for the determination of the contest. However, we feel that it is but fair to state that the Larimore Pioneer published an edition that was in every point under consideration commendable. We also desire to state that Mr. Richter's attitude, as far as his relation to and instruction of the judges is concerned, was in every way fair, impartial and greatly to the credit of the excellent association over which he presides.

Bottineau Pioneer.

The Bottineau County Pioneer, of which O. T. Richoff is publisher, issued a 24-page edition that was filled with "booster" articles of high merit and he has placed the whole county under deep obligation for the excellent advertisement of its resources, progress and possibilities that this issue presents. The make-up and press work on the issue are very good.

The Leeds News.

The Leeds News, published by Chas. B. Dean, is to be especially commended on its excellent halftone work. Not only do the cuts print up exceptionally well, but their subject matter shows a high degree of discrimination, taste and knowledge of what constitutes effective illustration.

The Tolley Journal.

The Tolley Journal, published by Swanson and Scott, A. A. Swanson, editor, presents a particularly neat appearance. Its ad display is clean, striking and effective. The publishers of this paper are highly to be congratulated upon an exceptionally intelligent use of what appears to be a limited equipment.

Slope County News.
Amidon, North Dakota.

A remarkable illustration of the booster spirit and loyalty to state is shown in the Slope County News, whose publisher, M. J. Connolly, issued a 14-page edition, the first page in two colors, in a tar paper shack 12 x 24 feet, 25 miles from a railroad. The editon was printed on a job press, one page at a time and entailed far more labor than probably any paper issued during Appreciation Week. One thing is certain, Mr. Connolly is entitled to the appreciation of every citizen of North Dakota for his loyalty to the State.

Watford Guide.

This publication, but six months old, is entitled to special mention not only because of its being an infant in journalism but because of its being an illustration of the life and spirit which permeates so many of the papers of North Dakota. It is a mighty lusty infant.

Dickinson Recorder-Post

A most commendable feature of this publication was the showing of North Dakota's best and most valuable crop as represented by a series of rather remarkable portraits of the children of Dickinson. The paper also contained many views of a significant nature which told of the richness of the state in a manner equal to many well written special articles.

Dickinson Press.

One of the excellent papers submitted was the Dickinson Press, a twenty-page number with many half-tone views that carried a story of their own of the importance of Dickinson as a trading center and of the productiveness of Dakota soil as illustrated in grain and stock.

The Marmarth Mail

This publication, while not as large as some others, contained a fund of excellent matter as well as cuts that told the wonderful resources of the Sunshine State. A notable illustration being 10,000 sheep in a single herd.

J. C. MORRISON,
H. C. HOTALING,
G. B. BJORNSON.

* * *

"ART IS TRUTH"

Speaking before the Kansas City Ad Club, Frank E. Parsons of New York gave the same rule to art in printing and advertising as Greek orators gave to eloquence. "Truth is eloquence" was the Greek idea. "Truth is art," was Mr. Parson's idea.

He declared, as reported:

"Art is neither fashion nor fastidiousness. It is not ornamentation with a view merely to adorn. Art is the proper use of things; it is the natural and true being."

His subject was, "The Place and Power of Art in Modern Advertising."

"Whatever is the truth in oils, is art," said the artist. "Whatever is truth in advertising and display is art, also. It is the artist's true conception of the merchandise that is advertised that creates the taste and the desire for that merchandise and brings in a greater patronage than the advertising writer often imagines."

Mr. Parsons strongly advocated the national campaign for emphasized truthfulness in advertising on the part of the advertising writer and of the merchant. For, as he expressed it, "a man must be art before he can enjoy art, or before he can express art. And to be art is to be truth."

H. J. Kenner, secretary of the National Association of Advertising Men, also spoke before the meeting. He told his hearers of the work being done by the "vigilance committee" of the advertising clubs toward enforcing truthful advertising.

* * *

AN APPROPRIATE TEXT

The Pathfinder: The minister was delivering his farewell sermon. He had been having tough luck in collecting his salary, and concluded to quit. Here is what he said:

"Now, brethren, I have been appointed chaplain of the penitentiary of the state, and this will be my last Sunday among you. I will preach from the text, 'I go to prepare a place for you,' after which the choir will sing, 'Meet Me There'."—Sioux City, Ia., Journal.

BETTER BUSINESS THROUGH BETTER ADVERTISING

Indianapolis is to join in the movement, that has become world-wide, for better business through better and honest advertising. If the monarchs of Europe had been taught honestly, fully and broadly to have advertised their aspirations, needs and demands, instead of resorting to lying diplomacy, an understanding might have been reached and growth and prosperity, through peaceful means, might have been secured and the world war, that is benefiting no one, but working ruin everywhere, might have been avoided.

The Indianapolis News tells the following story as to the movement in that city, which will be found valuable in all other cities or villages and to the newspapers thereof, that ought always to be promoters of and leaders in the movement:

Better business and better advertising were boosted in a definite manner at a dinner at the Claypool Hotel, last night, attended by leading advertisers of the city. The dinner was given by the Advertisers' Club, and it marked the beginning of a definite movement in that direction, separate and apart from anything of the kind now in existence in Indianapolis. The movement is to result in the formation of a bureau for better business, which will establish an office to be conducted and managed by a salaried secretary.

It was explained that the purpose is to make this bureau a clearing-house between sellers and buyers, where all complaints against fraudulent, untruthful and deceptive advertising would be handled and adjusted. The bureau would also undertake to weed out that class of advertising and place advertising on a basis where it would be thoroughly honest and reliable, so that the public might depend on advertisements that are put out in any form in the city. That the movement will have the earnest support of advertisers was shown by the fact that every speaker at the dinner was enthusiastic in speaking on the subject and promised his support to the bureau.

Committee Abolished

Ernest L. Cline, of the Taggart Baking Company, was the chairman of the meeting. He explained that the vigilance committee of the Advertisers' Club, which had performed the same class of work that will be done by the proposed bureau, had been abolished, in order that the new bureau might be formed to operate in a larger way. He said the members of the vigilance committee had devoted much of their time to the work, and that their service had been voluntary. But the work became so heavy and required so much of their time that they could no longer handle the task. It was then, he said, that the proposition for the organization of the bureau was taken up. Mr. Cline said similar bureaus had been established in a number of other cities, and that they worked successfully. He read a telegram from the Advertisers' Club of Minneapolis, explaining what had been accomplished there, and recommending the establishment of a bureau in Indianapolis.

Merle Sidener, of Sidener & Van Riper, who has been a leader in the "clean up" movement in the Associated Advertising Clubs of the World, spoke on the need of a bureau in Indianapolis, as well as everywhere else. He said advertising must be made truthful so as to inspire confidence in the business of the advertiser.

Based on Confidence

"Business is based on confidence," he said, "and unless the public has confidence in the advertising of a business concern, it cannot have confidence in the business itself. Retailers everywhere are looking for something, they know not what. There is a demand for something to help business, and this movement for better advertising is the answer. It will be the business of this bureau to educate the advertiser to the value of clean and truthful advertising.

It will not be the purpose to punish any one. It will not prosecute any one unless it is absolutely necessary. When the bureau finds an advertiser attempting to impose on the public it will go to him in a friendly and sympathetic way and seek to show him that he should cease that kind of advertising. It will try to help him to get business through legitimate advertising, so that he will not find it necessary to send out untruthful advertising. In other cities where this plan has been used it has proved successful.

Covers All Kinds

"This cleanup movement is not directd at newspaper advertising alone. It covers every kind of advertising, whether it be in newspapers, on billboards, in street cars, by posters, hand-bills, circulars, cards or any other way. All should be made honest and truthful.

"Fraudulent advertising is under consideration by the federal trade commission. That commission was created for the purpose of preventing unfair competition in trade, and it has indicated that it regards fradulent advertising as a species of unfair competition, and there is reason to believe that the commission will make a ruling to that effect."

* * *

GOOD WORK OF COLUMBIA SCHOOL OF JOURNALISM

Everyone who is interested in the cause of journalistic education, or in the improvement of the newspaper press, will be pleased to read the following extract from an address made by Dr. Talcott Williams before prominent newspaper men of Boston, where they were attending a meeting of the New England Newspaper Alliance:

> I have been asked to address you upon "Nationalizing the School of Journalism," in Columbia University. No school is more certain to be national. It is part of a national university which draws one-third of its membership from outside of New York State, a far larger proportion from outside of New York City. The School of Journalism with 184 persons taking its curriculum has students from twenty-four states and five foreign countries: China, Turkey, Canada, Germany and the Bahama Islands. Of its students only 40 per cent are from New York City. A tenth of its attendance come from families connected with newspapers. The share of the students whose fathers are in newspaper work yearly grows.
>
> The attendance of the School of Journalism is today as widely scattered as any instiutition I know. * * * *
>
> The school's collection of newspaper files is used to give the students personal acquaintance with the methods by which newspapers are made successful. To know New York as a reporter knows it, is itself an equipment for newspaper work anywhere. Some journalists may have feared that these advantages would end in the school becoming an institution training only for New York City.
>
> The school has in three years sent out forty-six graduates, of whom thirty-four were also college graduates, and fifteen persons who had a college degree have taken at least half of its professional courses, but not its degree. This makes 61 persons, five of whom are women, who have had, what the school deems necessary for newspaper work, a thorough education in history, politics, literature, and one modern language, with its practical professional training.
>
> No one of these graduates has been out more than two and a half years, a short span in a professional life. New York has attractions for every newspaper man, but of the sixty-one who have shared the training of the professional courses of the school, a little more than half, thirty-five persons, are in New York and the other twenty-six are scattered over the United States, in Alabama, Maryland, Massachusetts, Minnesota, New Jersey, South Carolina, Virginia, and New York outside of New York City, with one each in Constantinople, Berlin and Pekin. Of these sixty-one men who have gone out from the school, one half, thirty-one, are on dailies in New York City.

It is scarcely necessary to add here, that the Schools of Journalism of the Universities of Missouri, Wisconsin, Kansas, Texas, Washington and Oregon, are accomplishing like good work and showing equally excellent results, for through the courtesy of the heads of these schools, our readers have been kept well informed. Some of these schools have accomplished still more because they have been longer established. It may be taken for granted that the importance and the practicability of professional journalistic education and training in the schools have been fully established, if the absolute necessity for such education and training has not been universally admitted.

The editor of this paper, who was first to advocate such schools, in an address before the Minnesota editors in 1884, and was then considered visionary in his views, feels gratified, if not fully vindicated. We then advocated, also, the ultimate requirement of examination and a certificate of qualification for admission to the profession of editor, as was then and is now required in the less responsible—as affecting public welfare—professions of law, medicine, and dentistry. This, too, will come in time, though Dr. Williams has been criticized very recently for repeating the suggestions.

One hopeful feature of the schools of journalism, is the fact, that those who are in the profession are sending their children to these schools for instruction, while they have been deprived of the advantages now afforded, they realize their value.

Newspaper Conscience and Service

James Keeley of the Chicago Herald Says Dailies Must Aid People—Truth 365 Days a Year—Reliability is Editor's Stock in Trade—Lying is a Business Boomerang

[From Texas Journalist]

JAMES KEELEY, publisher of the Chicago Herald, said these things recently to the editors of Iowa, assembled at Iowa City, speaking on the topic, "The Newspaper":

No newspaper can do its duty to readers and public alike unless it possesses a social conscience. A newspaper too often has been regarded as a mirror reflecting the public—a mirror more or less defective, but still a mirror.

The real newspapers of today have outgrown the looking-glass phase of existence. A newspaper can more nearly realize its mission the nearer it comes to attaining the ideals of the clergymen and priest in their ministrations. Their flocks are numbered by hundreds, ours by millions.

With a social conscience on the job, the newspaper will not confine its energies to printing the news (accurately) and commenting editorially (also with accuracy) on men and measures. It will initiate helpful movements and fight, in the ring and outside, to carry them to a successful issue. It must be of service today, not only in politics and morals, but in aiding in the solution of the problems that are part of the daily life of the people. It must not only urge the public to swat the crook, but should plead with them to swat the fly. It must not only fight for a clean city administration, but must fight alongside those who are preaching the doctrine of a clean home. It must not only teach patriotism, but must show the folly of the annual massacre on July 4—a slaughter doubly horrible because it was done in the name of patriotism. It must not only decline to receive the dirty dollars that come from lying, murderous medical advertising, but it should teach the people how to keep well. It must not only at annual meetings of newspaper men and advertising men glorify "Truth" as the guiding star of advertising, but should 365 days in the year protect its readers from those to whom Truth is a troublesome jade.

Average Paper is Clean

There has been a great forward movement along these lines in the last decade The average newspaper in America today is a clean paper. There are not many examples left of Virtue on the editorial page and Vice in the advertising columns. Today I could add $200,000 yearly to my revenues if I would accept classes of advertising we all carried years ago. But it would be tainted money, and in the long run would prove a losing investment. The advertiser of honest goods has developed, let us say, social aspirations—reprehensible. though such a thing may be to some Spartan minds. He doesn't like to sit in the same pew with the quack, the loan shark, the mining swindler, the oil pirate, and the merchandise faker. He likes to associate with clean, decent persons. And, in the long run, he is going to be the broom that will sweep the few remaining Augean stables.

I have little sympathy with the myopic individuals who believe, or rather say, that if nothing were printed about crime it would cease or decrease. They are wrong, absolutely wrong. Publicity is the greatest deterrent of crime, and many a man has been held from breaking the law, not because he dreads the punishment the law would mete out to him, but because he feared the publicity that would result from his wrongdoing. The punishment of public opinion often is more potent and dreadful than that imposed by judge or jury. Scores of times men have come to me—men now in the penitentiary, men who are now out of the penitentiary, men who would have been in the penitentiary were it not for a miscarriage of justice—and pleaded for the suppression of the stories of their crime. And in nine cases out of ten they have urged wife, children, and the family as the reason for concealing the record of their wrongdoing. My answer always has been "Why didn't you think of them before you did this thing? I am thinking of men, women and children who have been defrauded by you and of the other men, women, and children who will suffer unless your form of villainy is stopped."

Errors Do Creep Into Print

I admit that sometimes things are printed that should not appear. Sometimes the man at the head of the business makes a mistake, but more frequently the mistake is made elsewhere. The thoughtlessness and heedlessness of youth and inexperience is largely responsible for this kind of error. But with age comes wisdom and with wisdom tolerance. Young men furnish the steam and older men the brakes.

There is no better investment than a single standard of honor, honesty, truth, and integrity from the title to the last agate line on the back page. Those who reap the weedless fields of honesty gather golden harvests. Truth cleanliness, and decency are the greatest dividend payers on earth.

If man were superhuman it might be possible to hold even the scales between men who differ on religion, politics, political economy, sociology, and all other topics, isms, and happenings which create discussion in the world. No man can serve two masters, and I have found it equally difficult to satisfy those who hold divergent opinions on any public or private matter. Each thinks his point of view is being unfairly treated. When both kick you feel measurably certain that you are not far wrong.

Opinions should be Barred

There should be no partisanship in politics, no prejudice in religion, no hostility to organized labor, no antagonism to wealth per se, no color of personality, and, in fact, opinion should be barred from the report of every happening, every meeting, every public discussion, everything that goes to make up the daily grist of news. The natural inquiry arises, "Why isn't it so if the man at the helm wants it to be so?" My answer is: Human frailty and human infirmity.

An honest man makes mistakes and a newspaper is operated and produced by finite minds. The decent newspapers want to print the truth. There is nothing to be gained by printing a lie. A lie is a business boomerang. A newspaper's reputation for reliability is its stock in trade. Inaccuracy is the cardinal sin. Doubtless some papers are in need of absolution, but the number is decreasing.

I believe suppression of news is more of a wrong than the printing of a piece of news that possibly might better not have been written. By improper suppression a newspaper sells its soul and betrays its readers. To my mind it is the high treason of journalism. No paper that permits its advertisers or the personal, social, and financial friends of its editor to control or taint its news and editorial columns ever has become a big newspaper, a successful newspaper, or a newspaper that is respected by the people. The man in the street instinctively senses this sort of treason and he punishes.

Would that we editors had the omniscience of our critics, the unerring instinct which can pick out lies and truths in official statements and enable us to say when a victory is not a victory and when a rout is a strategic move of intelligence and military cunning.

His Answer to Them

I had one answer for these many men and it ran something like this:

"You say you know what is true and what is false in the news that we print. Come to Chicago and the Herald will pay you more money than you can make in your own town in a year. You are the man the whole country—yes, the whole world—is looking for. Telegraph me when you start and I will reserve a room for you at my club, meet you at the depot, and see that you are well taken care of in every respect."

Guess how many accepted the proposition.

The newspaper of today occupies the position of the herald of old. In ancient days the ear held reign and the sphere of influence was limited by aural range. The eye has been enthroned and the whole world is our field. In olden times the mightiest voices reached thousands but fell silent within the mile. Our silent voices defy distance and seek our myriads behind brick walls. We talk to those who never see us. The thunder of our presses dies away, but it has bred a billion living tongues.

Our responsibilities are great because our power is so immense. Forget the former and the latter wanes.

* * *

THE WANAMAKER EXAMPLE

The most progressive step yet taken by employers in aid of the National Guard was recently announced by the head of the Wanamaker stores. The employes of the New York establishment have combined to form a machine gun detachment for the 71st Infantry of the National Guard of New York. For years the Wanamaker employes have been banded together into a cadet organization, for the management has long held that such training "fosters manliness, loyalty, uprightness, readiness and military bearing, the spirit of order, obedience, self-reliance, ambition, courtesy and 'esprit de corps' with the realization of the importance of a faithful discharge of the responsibilities of business and personal life."

The male employes of the Wanamaker establishment are in no way compelled to join the militia, in fact there is not room for all of them in the newly organized machine gun company, but those who do join are given preference in advancement in civil life, and are furnished their uniforms by their employers. The 71st New York is one of the few remaining National Guard Regiments which retain their distinctive full dress uniform of many years ago.

In addition to the plans of the employes of the New York store, the Philadelphia employes have organized Company A, of the Second Pennsylvania Infantry. They are to receive the same preference in civil advancements as are the members of the New York organization, and a determined effort is to be made on the part of the management to encourage young men to join.

This is, as we have said, the most progressive step yet taken by any employer which has come to our notice, but great encouragement has been given the Guard by many employers who are unable to go to the extremes of the Wanamaker stores. Simple encouragement to young men who are members of the militia is all that can be expected of employers. Guard members who are given time by their employers for the purpose of rendering military service and who are encouraged to perform it are sure to repay in increased loyalty and service.—From American Industries for December.

* * *

PRACTICAL HELPFULNESS

Grayling, Mich., December 24, 1915.

Editor National Printer-Journalist:

Dear Sir:—Your circular letter of December 10th just reached me, having miscarried to Nott, but it lets me in for the gold pen. If they are different sizes, send a small one for one of my girls, who will enter the high school here from my home January 10th, making No. 23 from our list to put through. I am giving our Finnish people a free night school three times a week and have just finished a six months term. I have a college student for a teacher and will have others Americanized in a year. I enclose photo of one of the classes.

One of Mr. Palmer's Classes of Finlanders

Mr. Palmer, who finds ways of useful service at the age of four score, is seen at the right.

A Merry Christmas, etc.

O. PALMER.

[Mr. Palmer is a frequent attendant on the conventions and excursions of the N. E. A. He is known and loved for his kindness. On the California trip last summer, his good work in caring for and educating of homeless girls was told to us by a friend. Hence he refers to his girls and the twenty-third of those whom he and his wife have cared for.—Editor.]

Criticism of Home Papers

By R. A. Peck, Editor of Era, Caledonia, N. Y.

I have often wondered if a criticism of home newspapers, by a publisher of one, might not add something to the general fund of helpfulness that forms a more or less considerable part of your and other worth-while publications which every editor ought to read and follow so far as the suggestions they contain can be adapted to making his business a greater success.

You know Shakespeare, in Julius Caesar, makes Cassius say: "The fault, dear Brutus, is not in our stars, but in ourselves, that we are underlings."

We home or rural editors are more to blame for our failures than are our readers or the merchants who patronize or do not patronize our columns. We must give the public in our fields a paper worth while before they can respect it, and before they will awaken to its usefulness to them as an advertising medium. Why some sheets, they can hardly be dignified as newspapers, survive is a wonder to more than one contemporary publisher.

Following last fall's local election I was struck by the difference in the way weekly papers covered the event. One eight-page issue in a town of over 1,000 population gave the information on its first page under a single-line eight point head that the town had elected the Republican ticket throughout and had gone "wet" and that the usual number of votes had been cast. Not a majority or a definite figure was given in the 150 words.

In my own paper, with a first page free of ads, we gave the event the first two columns under a head of two double-column lines of 36-point Gothic condensed caps one of which summarized the most important feature of the local result and the second the feature of the vote in a bordering town in which the paper has a large circulation. Under the scare heads were four lines of a ten point boldface in pyramid style giving the result in brief. Following this were a half dozen crisp paragraphs in twelve point body double leaded giving the assembly, county and local result in bulletin form, the total vote, the weather, the noticeable features which characterized the day's returns, etc. Following this, in single column tables, was the tabulated vote of the home town and of the adjoining town. The latter had two election districts and the vote of each candidate in each district was shown as well as his majority over his opponent. Under the four liquor propositions voted on we gave the vote in each district and each district's majority "yes" or no," bringing the town's majority against each proposition to a total. Each of the two districts had in it a considerable village.

The table for each town was set off by a separate eight point bold face sub-head. The whole article occupied some two and one-half columns. The tables were prepared and set up two days in advance of publication, figures being set in upside down. Proofs were corrected, except figures, and revises pulled for use in marking in correct figures when returns were secured, from one district by telephone, from another by the editor's marking them on sample ballots as the inspectors read them from the voting machines. Although all were secured in a hurry and amid the rush of furnishing returns for four daily newspapers, our forms were on the press at 2:00 P. M. the next day and the figures were exactly correct, except for one or two minor offices. One of the candidates residing in a neighboring town took the trouble and expense of calling the office up and complimenting us on the completeness and accuracy of the published returns. This was accomplished, along with our other work, without extra help, though some three hours of overtime by three of our force of four was necessary that week. These things count mightily in the respect in which a paper is held by its readers.

It seems to the writer that many of us fail in the definiteness and completeness of our news of weekly home events. A nearby small city daily is now enjoying a circulation of over 8,000 in a rural county where nearly every farmer takes it and I am amazed at the fullness and detail of its news. That feature has helped give it what a well known journal calls the greatest circulation in the United States in a field of the population of the one served. It is published in a village of 10,000.

I was struck today to find that a full sheet, 28x42, auction poster, printed in my office, containing 1736 separate types, spaces, cuts, rules, border, reglet, etc., used, would make over 2,000 different pieces of material necessary to be assembled and then distributed to execute this work. My competitor charges $3.50 for one hundred such bills and gives a notice of the auction free in his paper. I refuse to work for such a measely wage and got $6.00 for the job, which charge included advertising the sale in my paper. With competition advertising to do such bills at half what we are charging, my office is doing four bills to one done at the cheaper price. The materially larger circulation of my paper through rural sections nearby has helped hold the business, even when village circulations were about equal. I think $8.00 would be a fairer price than $6.00 for the bills and advertising, however.

Ought the weekly paper to give extensive notice of local entertainments and charge nothing for it when it has printed posters, programs, tickets, etc. for the affair? It is the practice of some of our offices to give away from two to five dollars in advertising if the office is patronized to a similiar amount. If we bought a $5.00 pair of shoes at our general store would the proprietor appreciate our patronage enough to give us for nothing a $3.00 pair of arctic overshoes? Hardly.

A former country office foreman, now successfully conducting a small city job office, for himself, holds that the cost price of around $1.25 per hour for composition and 75 cents per thousand for platen press work, held forth by large city offices as correct, is used as a blind by them to get competing offices to bid high on work. An employing printer who has estimated on work placed with big offices, claims they do not hold to any such high figures.

I am sometimes inclined to think some one has blundered in saying that advertising cannot be carried profitably for less than ten cents per inch for I know of one country publisher who has been in business for over thirty years, claims a circulation of over 1,000 copies, and has never charged more than six cents per inch for set display, change every week, on yearly contract. Up to some seven or eight years ago his price for yearly set display was four cents per inch. He does a fair amount of job printing at what seem to me like starvation prices. True he has averaged probably $400 net per year out of political printing during recent years. He does not do his work himself, either, but employs a foreman and straight matter compositor who do nearly all his mechanical work. He has added quite a little new job material lately. Can you explain it, except that there must be money in advertising at the figures charged?

In twelve years I have increased my advertising rate from four to ten cents per inch and subscription rate from $1.00 to $1.25 per year and verily believe my patrons have far more respect for the paper and faith in the paper's advertising columns than before. I wonder if too low prices for space does not breed contempt for its real value. Are we selling space or advertising, which?

Perhaps one reason why publishers and printers do not use more advertising when they could do so easily is that none of them, or very few at least, figure anything into the cost of their sold product with which to provide funds to do advertising. While other manufacturers are adding a large per cent of cost for selling alone to the price of their output the printer is making no provision for increasing his business by advertising or solicitation, at least the small country publisher is not. Is it any wonder any regular scheme of securing new business cannot be carried out?

Perhaps these rather rambling thoughts on the financial side of country publishing may excite some one to give us ideas along similar lines that may help some fellow publisher who ought to rouse himself if he is to hold his head up as do the men in other businesses in his town. The newspaper and job shop are as truly a business as any other attempt at making a competence and deserve a better return than they usually yield. But the owner will never get it until he does some thinking for himself and stands on his rights as a business man to a fair profit for his work—and goes to an occasional press association, and reads the publications issued for the craft.

* * *

NEWSPAPER EDITING.

"Of the making of books there is no end," said the wise man, centuries before the invention of printing. It is well that this continues to be true. The making of books, especially those of a purposeful character, seeking to help men in the serious work of life, not only mark human progress and the development of practical ideas and methods, but they help greatly in every line of human endeavor and add dignity and influence to the callings to which they are devoted. There have been, in the last two decades, many works on newspaper making, writing and publishing, probably more than in all the preceding centuries. They evidence the great advancement made in the profession and the higher standing reached and a realization of the importance of its proper understanding and worthy practice.

Here we have another new book of helpfulness to newspaper workers that is worth while. "Newspaper Editing—a Manual for Editors, Copyreaders, and Students of Newspaper Desk Work," will be found practically helpful in every newspaper office and in every school of journalism and by every student of this responsible calling, that serves all mankind and should command all possible knowledge and perfection in its conscientious workers and devotees. Many things may be done with little knowledge but always at a great loss and a serious waste, limiting and lowering the quality of accomplishment. The book is by Grant Milnor Hyde, M. A., instructor of journalism in the University of Wisconsin, and author of that other valuable treatise, "Newspaper Reporting and Correspondence," which was given extensive commendatory notice and review at the time of its publication.

This new book is, like the former, from the great and reliable publishing house of D. Appleton and Company, New York and London. The name of this publishing house is assurance of worth and worthiness. The author writes from newspaper study and work with the added experience of five years as teacher of journalism that have brought out the needs of the desk man. He says in his comprehensive preface, "The intent is not only to present the book and methods of the copy editor, but to show, as well, the interesting possibilities of his work. Too many newspaper men, especially reporters, regard desk work as unimaginative drudgery and feel that to be placed 'on the desk' is to be pushed back out of the firing line. To counteract such a feeling is sufficient reason for writing a book. Desk work, when done in the proper spirit, is as interesting and constructive as any other branch of newspaper work; in fact, from many points of view, it is the most fascinating. But to realize its full pssibilities the desk man must look beyond mere 'copy reading' and 'heading up.' To this end many subjects have been introduced in this book which may seem, at first glance, somewhat of the copy editor's line.

The book is divided into two parts, with 10 chapters. The first part, of seven chapters, covering 212 pages, treats the main subject under the chapter headings:

(1) The Copyreader's Part in Newspaper Making; (2) Copyreading; (3)Headline Writing; (4) Proofreading; (5) Newspaper Makeup; (6) Syndicate and Association Material; (7) Rewrite and Feature Stories.

With the broad view that the copyreader should have a broad knowledge of all directly connected with his work, Part 2 treats of type, printing presses and small publication work. Much under the last named chapter heading will be found of general value, as everything is considered from planning and writing of the publication and the cost, to the advertisements therein and the circulation and postal rates. This chapter, covering pertinent matters under some fifty different headings and sub-headings, is worth in practical teachings the price of the book—$1.50, net.

There is a most convenient and instructive appendix that gives a "List of Significant Dates in the History of the Art of Printing and Development of the Newspaper."

A second appendix contains an excellent "Style Sheet" that was prepared by the Department of Journalism of Wisconsin.

A Survey of Business and the Science of Advertising

Small Business Establishments Still Greatly in the Lead

At the convention of the National Advertisers Association interesting facts were brought out in a survey of business and a brief treatment of the science of advertising. A thorough survey of business, its conditions and possibilities, and the problems to solve—listing of responsible customers, all the sources of production, distribution, etc.—is essential to the launching of a sane and effective advertising campaign, and these two subjects are properly handled for the occasion and consideration by Vice Chairman Edmund M. Hurley in an address which contained a survey by the Federal Trade Commission, one purpose of which he explained:

Is to act in an advisory capacity to all industrial concerns and the survey is to determine the size of various business units. Investigation showed that eliminating the banking, railroad and public utilities corporations there are about 250,000 business corporations in the country. Of these 100,000 produce no net incomes; 90,000 have a net income of less than $5,000 a year, and only the 60,000 remaining make $5,000 a year or more.

Of the 60,000 corporations in the $5,000 a year class 20,000 have sales annually of less than $100,000; 20,000 sell goods worth from $100,000 to $250,000; 10,000 from a quarter to half a million dollars; 5,000 from half a million to a million dollars; 4,500 from one to five millions, and only 462 corporations do an annual business of $5,000,000 or more.

These figures exhibit a condition that has existed for many years. They show conclusively that big business, while important, constitutes but a small fraction of the trade and industry of the United States. They make clear that there is an unduly large proportion of unsuccessful business concerns.

Mr. Hurley warned exporters against assuming that the European war would insure them a permanent foreign market to be retained without effort.

The address, in part, was as follows:

It is a source of gratification for me to be with you here tonight, primarily because you are a group of business men who have been doing things, individually and collectively. There is a bond of fraternity among business men. You may not always be able to put your finger on it exactly, but it is there. It comes from having dealt with problems common to all business, and from a knowledge that every business man has had to go through the same ordeal. Every man who has had to meet a pay roll has served his initiate in the fraternity and is in possession of its grand hailing sign.

Science of Advertising.

Your organization has had to deal with one of the largest factors in modern business life—advertising—a factor that is indispensable to success, and that is developing into a veritable art, if not a science. Not all of us understand it thoroughly so far, nor have we all got to see the point where its full indirect as well as direct benefits are manifest to us. For example, I do not think that all of us fully appreciate just how much the advertising man can do for us.

It is a curious anomaly that it is more difficult to sell anything to a man engaged strictly in the selling game than to any other class of business man. 'That fellow thinks he can teach me something about my business,' is the resentful remark one is apt to make when the advertising man sends in his card. But that is the wrong attitude to take. It may be that the advertising man has something that he can teach; something gathered out of his broad outlook on the entire business world. It is a safe rule always to see him anyhow, and give him a hearing, for the germ of a great idea has been sown in just such conversations as these. In addition to this, business courtesy is served by seeing him. Right here let me interject the remark that courtesy is the cheapest thing a business man has to distribute and gets him more for the investment than anything else. Honesty in advertising is also an asset. I am particularly pleased to see advertising men taking so decided a stand against dishonest advertising methods. It is one of the most helpful signs of the times; also an indication that the competition of the future is to be conducted upon a higher plane.

Getting Down to Hard Facts.

We now have to get down to the hard facts of business, to learn precisely what they are, where the weaknesses and losses exist, and practice the same thoroughness which characterizes trade and industry in Europe. We need to study standard systems of bookkeeping and cost accounting.

The fact must be admitted that in order to put a selling price on a product a manufacturer must first know exactly what it costs to manufacture and sell it.

Accurate Information.

A manufacturer who does not know with a close degree of accuracy what it costs him to produce the different articles he manufactures and what it costs him to sell them, is not in a position intelligently to meet competition, and invites business disaster.

Many of the larger manufacturers have thorough cost accounting systems, which they recognize as necessary in order to give them the information essential to successful management. On the other hand, the number of smaller manufacturers who have no adequate cost accounting system and who price their goods arbitrarily is amazing.

Proper accounting for the smaller manufacturer is most essential. It is necessary for his success that he know on what particular article he is making a fair profit and on what he is making only a narrow margin of profit or losing money. If he has this information he can concentrate on the manufacture and sale of the product on which the profits are satisfactory.

Whole industries, in many instances, are suffering from a general lack of intelligent knowledge of cost.

“THIS MEANS BUSINESS—MORE BUSINESS.

Speaking of the value of satisfied subscribers of high character, to newspapers and trade journals, Printers’ Ink Publishing Company has just issued a booklet with the above caption on the cover page title. On the first page of the brochure, the following fully indicates the scope and purpose of the publication:

“One thousand typical subscribers to Printers’ Ink, selected from the paid subscription list, and presented as an evidence of the great purchasing power open to advertisers in Printers’ Ink. The entire list, of which the names on these pages represent less than 10%, may be seen by prospective advertisers at the New York offices of the Company.”

Then follow on each right hand page the names of the subscribers, and on each left hand page commendatory testimonials from hundreds of the satisfied ones. Opposite the names of some three hundred and fifty subscribers is given, in bold type, the capitalization of each, running from $100,000 to $600,000,000, the Pennsylvania Railroad having the highest capitalization among the subscribers, while the American Telephone and Telegraph Co. comes next with $500,000,000, and at least nine tenths are rated above the million dollar mark. The following list, from the first page of the enumeration, shows how the ratings of these multi-million subscribers loom and has a general interest as indicating some of the great fortunes gathered in the past fifty years in this land of prosperity and opportunity, through enterprise, wise, efficient conduct and publicity, for they are all liberal advertisers.

	Capitalization.
National Biscuit Co.	$ 55,000,000
Procter & Gamble Co.	26,250,000
New Jersey Zinc Co	10,000,000
Packard Motor Car Co.	16,000,000
General Electric Co	105,000,000
Pennsylvania Railroad	600,000,000
Standard Oil Co.	100,000,000
International Harvester Co	70,000,000
American Telephone & Telegraph Co.	500,000,000
Swift and Company	75,000,000
American Tobacco Co.	180,000,000
Royal Baking Powder Co.	20,000,000
Eastman Kodak Co	35,000,000
Armour & Co.	20,000,000
Shredded Wheat Co	10,000,000
Southern Pacific Co	350,000,000
American Sugar Refining Co	90,000,000

The testimonials from large advertisers must help, if any advertisers help, if any help is needed to prove the advertising value of a publication with such an array of subscribers who possess almost unlimited purchasing power. Quality in circulation counts above quantity.

PRINTING INKS.

The New Orleans, La., States showed such appreciation of the great utility of printing inks, about which printers are all directly concerned, as to find real news value therein, for the general public and to give the following instructive facts concerning this product, that is an absolute necessity to the very existence of modern books and newspapers, as well as to the printing of all the wonderfully artistic illustrations of nature, art and reproductions of works of great masters, at a cost so low as to reach all people, to say nothing of commercial printing and the showing the character, constitution and detail as to its usefulness, beauty and application in the furnishing and adornment of all the uses in the houses, in the trades, in the factories and the shops:

In no business is greater precision or careful manipulation of material needed than in the manufacture of printing ink. Many factors enter into the work. The quality, hardness and kind of paper on which the ink is to be used, the time which the printing is meant to endure and the speed with which the printing is to be done all alter the composition of the ink and the process of manufacture.

The materials for printing ink fall into two groups—the pigment of color, and the medium of varnish in which it is ground. The varnish is prepared from linseed oil and rosin, but, while linseed oil is the most satisfactory medium, cheaper ones such as rosin oil and even mineral oil are used.

Various gums and waxes are employed to give a greater consistency. The drying quality is increased by the addition of metalic substances which tend to make the oil in the ink oxidize. This ink does not dry in the common sense by evaporation, but passes through a chemical change which leaves a totally different substance. The varnish holds the color pigments together and makes possible their mechanical manipulation on the presses, lending luminosity and added richness to the colors.

In preparing the varnish the oil is first boiled and burned until it arrives at the proper consistency, when the rosin is stirred in. The pigment is added and the mass ground to an impalpable fineness. Such an ink must have free distribution, leaving the work clear and sharp with no oil on the paper; it must not adhere too tenaciously to the types but leave them clean, and must at the same time dry quickly on the paper but not on the rollers; besides which, it must be proof against the effect of time.

In the manufacture of the common black ink, lampblack and carbon black are the most common pigments. Sometimes a little indigo or Prussian blue is also employed with the carbon. For wood engraving, carbon and ivory black or a very fine bone black, known as Frankfort black, are mixed. In lithographic reproductions Paris black is used.

The ingredients in colored inks include some chemically made colors, such as vermilion, Prussian or bronze, chrome yellow and ultramarine blue. The “lake” pigments, made by precipitating a coal tar dyestuff on a metalic base, produce colors of greatest brilliancy and extreme fineness and texture. Natural earth colors are not used much as formerly, their shades being now matched in the "lake" colors.

* * *

"LEAKS IN PRINT SHOP."

In the issue December 1, 1915, of The Texas Journalist, the excellent school journal of the Texas University School of Journalism, presided over by Past President Mays, appears an article with the above heading, contributed by O. C. Harrison of the Seymour, Texas, Banner, that contains many useful points which deserve consideration by all master printers. This is a good time of the year to make such changes and to introduce such plans and measures as will prevent all the unnecessary or avoidable leaks, pointed out by the writer of the article, whose views are backed by experience. To summarize the points made:

First in Inefficient Help.

"The greatest possible waste in the printing and publishing business is in the matter of time. The inefficient help wastes more time than anybody ever imagines. Where it is evident the printer has missed his calling it is better that he be released for other lines of trade in which he may be more proficient. Watch the printer who studies, and tie to the man who takes an interest in his work."

Second, Office Friction.

"Friction between employes of a shop ought not to be allowed, and still worse is it for ill feeling to exist between employe and employer. Don't get mad yourself, and encourage in all possible ways a cheerful spirit in the shop."

Third, Misunderstanding with Customers.

"What dealings we do have must be cordial if we have any regard for the success of our business. Don't ever let a man come into your office without meeting him with uniform courtesy from you and the rest of the force which does not mean that he may needlessly waste your time."

Fourth, Waste from Lack of Proper Equipment.

"In the matter of saving time the foundry people have been very kind. It is a mistake not to put in material that will result in a great saving of time and in an increase of proficiency, but it is only providing a leak in our office when we add things which are seldom used and are only in the way."

Fifth, Lack of Proper Arrangement of an Office.

"It is practical to have the separate departments arranged together. Job cases, stones, presses, etc. may be near enough together to provide for the saving of many a step during the day and the same might be said for the business office. Every step saved is money saved, and time saved is money saved. More attention is now being paid to this matter in the more progressive shops and experts are even being provided in cases where the editor does not feel equal to the occasion.

Sixth, Lack of Proper Estimating.

"Estimating is now largely taking the place of a former plan of 'guestimating.' Every job taken at a loss is a leak that must be made up from the profits of the business. The cost system is a subject that would have to be considered separately, but, will say here that any system of estimating that does not provide for overhead expense and non-chargeable time is providing quite a substantial leak for that office. The Texas Press Association has recommended a charge of $1.20 per hour for composition and lock up, eighty-five cents for press work and make ready, and seventy-five cents for bindery and cutting. The above charges cover distribution and ordinary washups as overhead expenses.

Seventh, Bookkeeping.

"It is poor policy to attempt to conduct any business without an adequate system of bookkeeping. In fact serious loss may result from not having a well kept set of books. Keep a record of the business transactions of the office so that any item can be readily referred to. Keep a job envelope and a copy of each piece of work turned out, so that it can be duplicated at any time by a call over the telephone.

Eighth, Carelessness in Collecting.

"Doing work and never getting pay for it is a good deal worse than taking it too cheaply and getting the pay. Every account charged off to profit and loss means a higher overhead charge or insufficient shoes and stockings for your wife and children. One of the best guarantees for the success of any business is to make 'jam-up' collections. One lost account will sometimes consume all the profit on a half dozen sales. The best way to insure good collections is to sell to people who will pay. Then go after them. The poorest accounts can oftentimes be collected when a good account will deteriorate from not being looked after. It may be that we soon will have to charge $1.50 a year for our papers, but it is useless to charge some that rate and collect nothing from others.

"Not the worst feature about our leaky shops is that we saddle our friends and customers up with higher prices and poorer service and still make nothing for ourselves. We tell our patriotic fellow townsmen that higher prices are necessary for job work turned out with worn and out of date type faces, that subscriptions must be higher on papers carelessly gotten up and of doubtful news value, and that advertising rates are just half enough on poorly arranged ads; and then we go and waste our substance on riotous leaks.

⁂

"DO ALWAYS OUR LEVEL BEST"

Niel Gray, Jr., proprietor of the Oswego Machine Works, has sent out a circular letter, on the margin of which are printed statements, that indicate the broad extent of the sales of the manufacturers of his establishment. The statements showed sales to a dozen different departments of the U. S. Government, to several foreign governments, to thirteen large public service corporations in different states and countries, and to twenty-one large private companies and schools in as many different states. Of course, the statement is only intended to illustrate the wide extent of the distribution and not the number of sales.

The letter accounts for the far-reaching business, from Stockholm, Sweden, to Pekin, China, by what we have placed as the caption of this item, "that good, old-fashioned rule, to do always our level best." Therein is the important lesson to every printer and newspaper maker. In these modern days, there must be publicity, through intelligent, effective advertising, but all advertising must be followed by making good, by doing one's level best.

Success must begin by serving customers, but once secured, the holding of satisfied customers, who will come back with repeated orders and will become loyal friends, telling of their satisfaction to others and, in this way, increasing the value of the regular advertising and enlarging its scope and influence. One satisfied, loyal, friendly customer, is worth, to any business, tenfold the amount of that customer's own business or orders.

In the newspaper or trade journal, satisfied, loyal, friendly readers increase the value of advertising space in a publication tenfold.

Mr. Gray emphasizes the importance of specializing on one article of manufacture, and there can be no question but there is very great advantage in specialization, for, thereby, cannot only greater perfection be reached, but the wants of the buyers and users, in one line, can be better studied, more thoroughly understood and all demands be more fully and perfectly met.

The Oswego Machine Works make cutting machines only, in a large, modern, model plant, specially fitted and arranged for turning out this new line of manufacture.

⁂

"IMPROVEMENT OF JOURNALISM"

Before us, with the opening of this new year, comes a publication devoted to the "Improvement of Journalism in Washington." It is Number 3, Volume 1, of "The Washington Newspaper," published monthly by the Department of Journalism, University of Washington, Seattle, and is a very creditable journal and ought to be of great use to the School and of benefit to the press of that great, progressive State. The coöperation of the schools of journalism and other departments of State Universities, with the press of the different States, is something to be greatly commended.

The improvement of the state press will greatly benefit all the people and all the interests, institutions and industries of the State, and, reciprocally, the improvement and upbuilding of all these will greatly benefit the newspapers.

Along this line of good to the newspapers from building up and improving the readers, an editorial in this issue of the Washington Newspaper, in arguing in favor of the value of "The County Library," makes the following valuable suggestions, under the caption:

The Readers You Want

Every true editor knows that the measure of his community's enlightenment is the measure of his newspaper's eventual success and of his hope for journalistic renown. All he possibly can get out of a backward constituency is some money—and usually very little of that. But if he's trying to work out his own salvation hand in hand with a lot of informed and learning people, he's going to have to produce a newspaper that will command respect. Further—and this is the great prospect!—if he produces such a newspaper, a city or countryside full of that sort of readers is going to appreciate the newspaper, read it, believe in it, glorify it, and take it along with them and their fortunes.

⁂

THE BUSINESS LETTER

The importance of the form and substance to the business letter, even to the signature of the same, seems to be little appreciated or sadly neglected. The signature of a letter is often so written that it is impossible to decipher or figure out the name, unless, luckily, the name of the signer is printed in connection with the letterhead. This is often embarrassing and aggravating.

Mr. Earle J. Glade in speaking before the Salt Lake City Ad Club, recently made the following practical and valuable suggestions, as told by the Utah News:

His subject was, "The Business Letter," which he treated under four divisions: "The Recipient," "Composition," "Mechanical Make-up," and "The Appeal."

The effects of an otherwise good business letter, are often marred by the signature. Some signatures are spineless, while on the contrary they should radiate power and confidence. Stereotyped forms that were in use in the days of '49 are obsolete and have served their time. Ability to juggle adjectives and descriptive terms is not sufficient; intelligent appreciation of human nature and aptitude in natural expression are fundamental.

A business letter is only as long as it seems to the reader. Sustain the interest, avoid every phase of offensiveness and the reader will rush on to the conclusion. Carelessness in correspondence generally denotes carelessness in other affairs. During the past decade many forms of the direct command, such as "Do it now," have been used to an excess; persuasion has the better effect. Of all methods of approach the letter is the most intimate and if skillfully handled it is the most effective.

Announcement

THIRTY-FIRST ANNUAL CONVENTION

National Editorial Association

Hotel McAlpin, New York City, N. Y.
June 19, 20, 21, 1916
(Monday, Tuesday and Wednesday)
Two Sessions each day. Evenings given over to Sight Seeing.

Lee J. Rountree
President National Editorial Association

June 22, 23 and 24th
(Thursday, Friday and Saturday)
Sight Seeing, Coney Island, New Jersey Coast Resorts, New Haven and Hartford, Conn., closing with side trip to Luray Cavern, Va., to Washington, D. C., Annapolis, Md., Gettysburg, Pa., and other points.

LEE J. ROUNTREE, President
Georgetown, Texas

GEORGE SCHLOSSER, Secretary
Sioux Falls, S. D.

THE VIAL OF VISHNU

A Story Concerned Largely with Newspaper Workers

Vishnu, as one of the three Hindu gods, is worshiped as the preserver of the world, and is portrayed as a benevolent, genial being, who, at different times, assumed human form, to serve and save the human race. Hence, the idea of linking his name with a story that dwells largely on "the art preservative of all arts."

However, the Vial of Vishnu was a peculiar shaped bottle bearing the emblems and figure of Vishnu that was given by a Hindu juggler to the daughter of a newspaper publisher and printer, in return for a small quantity of proof-paper for which she would make no charge. It contained a fluid that, used to write on proof-paper, remained invisible until dried and subjected to heat. The vial and its contents contributed much amusement at a party of young people given by the young lady, but afterwards fell into the hands of a politician, who used the fluid, with the aid of the publisher of another paper, for secretly and fraudulently marking ballots, in a way to cheat the voters.

The plot of the story is excellently worked out and the evils of a servile press and corrupt politics and politicians shown up on one hand, while the independent, honest newspaper and its supporters are victorious in the end.

The author, Austin Man Drake, is evidently well informed as to the inside workings of printing and newspaper offices, from the composing and press-rooms to the general management, to reporting and neighborhood news gathering, editing and publishing. The story is up to date, though starting out with the experiences of two typos tramping for work.

The story is clean, wholesome and instructive and at the same time intensely entertaining and filled with much of real human interest. It is told from the close intimacy of personal experience. It will be read with pleasure and profit by every printer or newspaper worker. Printing, newspaper publishing and practical politics are illustrated with a clearness that indicates what methods are improper, hurtful or ruinous, and what are legitimate and tend to secure profit, permanency, usefulness and honorable success.

The publisher of this new book, among the many that have been issued during the past few years that deal with printing and newspaper-making and the workers in these callings, is Percy Roberts, 421-425 N. Trumbull Avenue, Chicago, Ill. The issue date is December, 1915.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate
Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
ADVERTISING RATES promptly furnished upon application.
CHICAGO ILLINOIS, JANUARY 1916

At the beginning of the year, we have adopted the plan of covering, at length and in detail, in accounts of meetings and addresses, editorial articles and reviews of books, special issues of newspapers, and have given very fully all that we have considered especially appropriate and helpful to newspaper makers, at the time of "turning over the new leaf" and planning for greater and more worthy accomplishment, with a looking forward to possibilities for the coming twelve months.

It is the season for reading, study and research and the time, conscientiously devoted thereto will prove abundantly profitable.

This is the time of the year for entering upon an educational campaign in advertising and business promotion, as well as in all governmental affairs, and in public improvement along all lines. The press should be alive to these facts and act upon and push them home to the people, and to the business men, especially, with arguments, suggestions, plans and intelligent appeals in every issue. The business man, the reformer, the political party or the politician or promotor of new theories of government or needed legislation, who waits until the campaigns of business or of politics are on, when the new goods or machinery must be bought, or the candidates are up for public office, stands very poor show of securing adequate or satisfactory results. Education, information, conviction and convincing must precede the securing of desired action. Successful salesmanship must be preceded by education.

* * *

No grist is ever ground by the water that has already passed over, under or through the water wheel. Advertising of last year will not answer the purpose of advertising this year. There are constant changes of conditions, of men and of their needs; besides, forgetfulness and lack of attention must ever be taken into account. A gentleman at the head of a large engraving establishment stated, the other day, that while his establishment had been engaged for fifty years in building up the business, frequently he had to meet the statement of a new customer that he had never before heard of the plant. Men are too busy to concern themselves about or to remember other businesses, than their own, hence the necessity of living up to the motto, in advertising, of N. W. Ayer & Son —"Keep Everlastingly At It".

* * *

The present necessity for education in typography and allied branches, with a statement of the present and proposed means of meeting the urgent demands set forth in an address by A. H. McQuilkin, printed elsewhere in this issue of the National Printer-Journalist, deserve careful consideration.

In 1884, the editor of this journal advocated schools of typography and has continued, conscientiously and consistently, such advocacy. It is very gratifying that others took up this work, which we were not so situated as to undertake. We rejoice over all that has been accomplished and still recognize, with Editor McQuilkin of the Inland Printer, that there is a broader field to be covered. Some millionaire printer could not do a better work than to follow editor Pulitzer's example as to a school of journalism and endow a school of typography.

However, it would not take two million dollars to develop the present school, which has already done a grand work, for which the Inland Printer, the Typographical Union and its splendid commissioners and the other gentlemen named in Mr. McQuilkin's address deserve credit—into a school that would meet all demands. Every one who has the advancement of the arts of typography, lithography and engraving at heart should lend a hand to perfect and carry on the work proposed.

* * *

The shortest way to solve most labor questions rests in the proper, thorough preparedness, the education, training, intelligence, increased skill and efficiency of the apprentices and workers. The present factory systems, coming from the development, installation and use of costly machinery, have made proper education or training in the shops or factories, under the old apprentice system or any other, generally impractical, though some establishments have been measurably successful with shop schools.

The industries must educate and train workmen up to the German standard of preparedness or must suffer all the ills known to the trades. The efficient worker is the most profitable, and the intelligent employer who is alive to his own interests will never hesitate about paying a profitable wage to a profitable employe.

⁂

It is one of the important things to be remembered by newspaper publishers at the beginning of this new year and to be brought, in convincing manner, to the attention of business men, advertisers and non-advertisers, that effective advertising decreases the proportionate cost of business on the goods sold. Advertising is an agency that by increasing sales decreases the cost of goods to the consumer. This has been demonstrated over and over again and the sellers of advertising should be able to prove and demonstrate the fact. The Lewiston, N. Y., Journal says:

"The most expensive selling plan in the world is the non-advertising plan. By it goods lie on shelves until old-fashioned and unsalable, interest accumulates, losses are excessive in depreciation through shop-wearing and obsolescence.

"Instead of advertising being a cost it is a saving to every dealer.

"An examination has lately been made into the exact figures and statistics of this matter, by a non-commercial paper, Farm and Fireside. The conclusions are as follows:

"Among the largest advertisers in the country are two great clothing houses that sell men's and boys' clothing.

"These people who spend fortunes in advertising get their goods from their hands to the shelves of their customers at an expense of from five to six per cent of the selling price.

"The average cost of selling goods which are not advertised is twelve per cent.

"Instead of being a burden on the consumer, advertising is a boon to him."

Buyers should be taught that it is always wisest to buy of the man who advertises. Honetly advertised goods are the cheapest and are generally the best in quality. Poor quality goods will not stand the expense of continued advertising because profit comes to the home merchant not in the first but in the repeated sales. The advertiser must make good or eventually fail.

* * *

The campaign for honesty in advertising broadens, deepens and becomes more insistent, intelligent in its promotion and more effective and more abundant in results, every month. Publishers everywhere are loyal to the movement. The good results do not end with the protection of buyers but are proving vastly profitable to advertisers and to all worthy newspapers and periodicals,—all because honest advertising brings satisfactory and increasing benefits. There is now little necessity for the passing laws to enforce honesty in advertising—though the laws may act as a schoolmaster—for nearly all advertisers have come to the knowledge that it is the only kind that pays.

* * *

"The Square Deal"—On Sunday, December 5th, four hundred members and friends of Columbia Typographical Union, No. 101, gathered in the Typographical Temple in Washington, D. C., to pay honor to the memory of forty deceased members and the highest mead of praise offered was that these deceased members "had practiced and preached the gospel of the square deal."

It is no small praise to say that a man has been square in his dealings with all his fellowmen. The only trouble is that men have divided up into many organizations, parties, sects and nationalities and assumed the prerogatives of overlords, of infallibility, and forgetting that "injury to one is the concern of all" applies to every member of the human race, make themselves, for selfish ends, the judges, condemners and executioners of their fellows. Belgium had no tears to shed for the task-driven, maimed and murdered, ignorant, helpless children of the Congo Free State, but shared in the blood-stained wealth that their cruel King Leopold wrested from these simple beings who should have received his protecting care. England felt no sting of conscience in wiping out the Boer Republic in blood, no sympathy for Um Paul, but these and like acts were the very, not remote, causes of the present world war, and the nations involved have already paid, in blood and treasure, a thousand-fold for all that had been gained by oppressions, inhumanities and slaughter. It is true that all wrongs to others, in the end, are paid for at a terrible price, and sometimes the innocent suffer with the guilty. When nations undertake the division of a continent which they do not own, they should remember that there must be honor among themselves, for self-protection and when they disregard the rights of simple, helpless natives, they should remember that not even a sparrow falleth to earth unknown to the Ruler of the Universe.

Christmas and New Year's

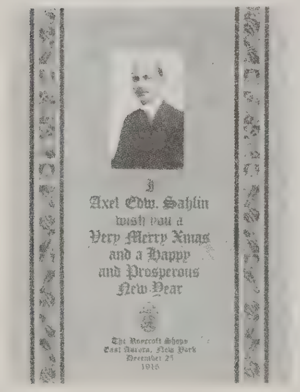
Appreciated Greetings and Their Influence

The National Printer-Journalist is issued on the fifteenth of the month, so that it is right in the midst of the holiday time that copy is prepared for this January issue of 1916, and thoughts of kindliness and good will to men and of the opening of the New Year with all its promise, possibilities and responsibilities. It seems fortunate if not Providential that Christmas and New Year are so closely conjoined. The one serves to fill mind and heart with all noble sentiments with charity, kindliness, the spirit of humanitarian service and sacrifice, with friendship and love for all mankind, and the New Year comes while thoughts are overflowing with all these, to enforce the ideas of new responsibilities and renewed opportunities.

Scores of highly appreciated greetings have reached this office from all parts of the world of newspaper-making and printing, and those who are engaged in issuing publications for the improvement, and those engaged in the manufacture or the supply of the tools, the machinery and equipment for the carrying on in the most effective manner, these high callings, that are essential to modern civilization and to all progress.

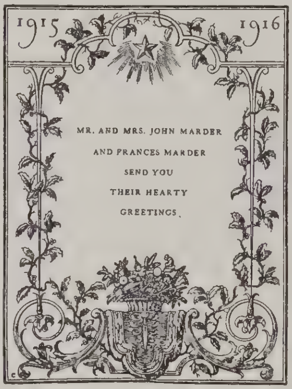
In years past, it has been our custom to reproduce by the useful photo-engravers' art, many of such greetings, and from an artistic standpoint, they are worthy of reproduction, but to group and show in reduced form, as is necessary where there are so many, is not entirely satisfactory, and the sentiments contained therein, that are most important, after all, are lost by reason of the reduction required.

Hence we are going to give the thoughts this year instead of attempting a display of art. It is then only possible to present a few as follows for the helpful and inspiring sentiments contained therein:—



I
Axel Edw. Sahlin
wish you a
Very Merry Xmas
and a Happy
and Prosperous
New Year

The Roycroft Shops
East Aurora, New York
December 25
1915



1915 1916

MR. AND MRS. JOHN MARDER
AND FRANCES MARDER
SEND YOU
THEIR HEARTY
GREETINGS.

THE OLD TIME FRIEND

The old time scenes of old time days—
The old time joys and games and plays!
Ah, how their mem'ries merge and blend
In one dear thought—
The Old Time Friend!

When years were young and life was new,
The old time friend was good and true;
And so we say today:
Fate, lend
To each and all
An Old Time Friend.

The old time friend whose word and smile
Oft helped us onward, mile on mile;
Who, when we fell, would kindly bend
And lift us up—
The Old Time Friend.

Ah! spring may pass and summer go,
And autumn come and winter show;
But life is love and so I send
These lines to you—
An Old Time Friend
BIGGERS, THE PRINTER.
Just Good Printing
Houston, Texas.

"Christmas with its memories,
Christmas with its mirth,
Christmas with its meetings,
Beside the glowing hearth,

Ah, may its many pleasures
Your every wish fulfill;
My it find you happy
And leave you happier still."
Your true friends,
Mr. and Mrs.
LEE J. ROUNTREE.
Georgetown, Texas, Dec. 25, '15.

MERRY CHRISTMAS
1915

The Lanston Monotype Company present the Compliments of the Season and their sincere thanks for the courtesies of the past year. May the coming twelve months be the most prosperous in the history of your business.

1916 HAPPY NEW YEAR 1916

It is our very great pleasure at this joyous season to wish you a full measure of health, happiness and prosperity during all the New Year.
HAMPSHIRE PAPER CO.
South Hadley Falls, Mass.

A MERRY CHRISTMAS AND HAPPY NEW YEAR

The spirit of the season prompts us to express to you appreciation of our pleasant business relations during the past year and to most heartily wish you health and prosperity for the coming year.

THE BUCKIE PRINTERS' ROLLER CO.
BUCKIE PRINTERS' INK CO.
Chicago, Detroit, St. Louis, St. Paul.

The Globe Engraving & Electrotype Company wishes you a very Prosperous and Happy New Year, heartily thanks you for past favors and earnestly hopes for a continuance of your valued patronage.
Chicago, Ill.

GREETINGS: Christmas, 1915

For the Past Sweet Remembrance;
For the Present Fair Greetings;
For Your Future Bright Hopes.
C. D. MONTGOMERY
Manager Chicago Agency,
International Typesetting Machine Co.

January First Nineteen Hundred and Sixteen.

In looking back over the year now passed, our gladness is tempered with sadness.

Let us hope that the sunshine of Nineteen Hundred and Sixteen will dispel the cloud of misery which now enshrouds our brothers across the sea, and that we will enjoy, again and forever,

Peace on Earth,
Good Will
toward Man.

SYRACUSE SMELTING WORKS.

MERRY CHRISTMAS AND A HAPPY NEW YEAR

How much these words recall no sweeter wish can friendship find than the old wish after all.
Mr. and Mrs. GEORGE E. HOSMER.

In the friendly spirit of Christmas we send our best wishes for your health, happiness and prosperity through all the months of the New Year.
DEXTER FOLDER CO.
New York.

With
best wishes for a
very Happy Christmas
and a
Bright New Year.
from The Hansons

TO YOU AND YOURS

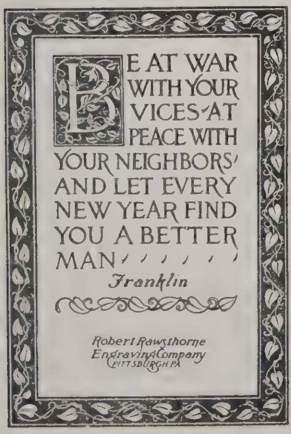
Our world has never known a time more filled with trouble to mankind. In these United States—united in the conception of a vast ideal—we are blessed with peace, but our fellow men in other lands are in sore affliction. Our greetings this Christmas season are subdued by these considerations, and you and I and our friends have a deeper feeling of personal responsibility to each other, and to all with whom we come in contact, to make our life-work a part of the ideal of our nation—the ideal of the brotherhood of man.

I am sending to you by this a little card which I have tried to make express this sentiment, and I would like you to know that it expresses my will to you and yours at this Christmas season—which gives me the opportunity to express it—and at all times.

Happiness

Our Joy in Life dependent is
Upon the seed we sow—
By meeting need with helpfulness
Our Joy in Life will grow.
Pilgrims we are, and as we aid
Each other on our way
We view the coming night in peace
We've lived our helpful day.

Yours fraternally,
A. H. McQUILKIN,
Editor The Inland Printer.



BE AT WAR WITH YOUR VICES, AT PEACE WITH YOUR NEIGHBORS, AND LET EVERY NEW YEAR FIND YOU A BETTER MAN

Franklin

Robert Rawsthorne Engraving Company PITTSBURGH PA

SIX REASONS there are why our Greeting to you is sent in the form of this card—six fairly good reasons, you surely will own, if you look in their faces right hard. We send them this day with a message to you of Him, in His fullness of love, Whose hand blessed the children, Who said that of such is assembled the Kingdom above. Let them sing you anew the heraldic song, the glorious song of His birth: "Today unto us a Savior is born; good will and peace upon earth." Each year they bring joy throughout the whole day, with singing, and frolic, and game; six reasons they are for a glad Christmas time. Here's hoping for you just the same.

WILMETTE, ILL.
CHRISTMAS, 1915

E. S. HANSON
HARRIET S. HANSON

SEASON'S GREETINGS

My Dear Brother:

I wish you a Merry Christmas, a peaceful Christmas, a useful Christmas. A Christmas to look back upon with pleasure, a Christmas of unruffled brow and smiling lips, a Christmas that will find you merry and leave you glad, and if you can think of any other sort of a nice Christmas for yourself, that I also wish you.

And then I wish that all of these joys may follow you throughout the New Year.

Fraternally yours,
J. M. SHEETS,
Secretary Illinois Press Association, Oblong, Illinois.

CHRISTMAS

To Our Friends:

Just a touch of Christmas Joy,
Just a Ray of Christmas Hope,
Just an Impulse of the Heart,
Life and Beauty, Light and Power—
Such the things we crave for you.

Mr. and Mrs. GEO. A. HUBBELL
December 25, 1915.

When you hear the sound of the Christmas bells, please let it be a reminder to you of my best wishes for you at all times and particularly at this joyous yuletide season.

JOHN CLYDE OSWALD.

New York, December 25, 1915.

Of all the happy Yuletides
With which you have been blest,
May this prove the brightest,
The happiest, the best.

Sincerely,
JAMES WHITE PAPER CO.,
Chicago.

Merry Christmas—1915
Happy New Year—1916

The Season's Greetings:

May your friendships be unbroken, your accumulations of cheerful recollections and affections many, and the coming year bring you the best you have ever known in health, happiness and real prosperity.

Mr. and Mrs. W. R. HOLMES
The Post, Paris, Idaho.

From city and from hamlet, from factory and farm, from the hearts of loved ones and the souls of friends—arising as the soft gray mists o'er the valleys at dawn—wells today a spirit of joy, of helpfulness, of love.

Adding my modest quota to the benison of that spirit, in all sincerity, I wish for you

A Merry Christmas

May Prosperity and Good Cheer be yours, throughout the New Year, and forever.

RIGHT!

John A. Sleicher in Leslie's Weekly.

Get up right in the morning. Go to bed right at night. Start with joy in your heart, hope in the future, kindness in your purpose.

If it is a dark day, never mind; you will lighten it up. If it is a bright day, you will add to the brightness. Give a word of cheer, a kindly greeting and a warm handshake to your friends

If you have enemies, look up, pass them by, forget and try to forgive.

If all of us would bear in how much of human happiness is made by ourselves, there would be less of human misery.

If all of us would ber in mind that happiness is from within and not from without, there would be a wellspring of joy in every heart and the sun would shine forever. Try it!

Greeting of the Holiday Season.

JOHN A. SLEICHER.

"I wish to be simple, honest, natural, frank, clean in mind and clean in body, unaffected—ready to say, "I do not know," if so it be—to meet all men on an absolute equality—to face any obstacle and meet every difficulty unafraid and unabashed. I wish to live without hate, whim, jealousy, envy or fear. I wish others to live their lives, too—up to their highest, fullest and best."

THE HOSKINS PRESS,
Philadelphia, Pa.

1916

While the year is young and its songs unsung,
I would ask a blessing for thee;
May the skies be blue, may thy friends be true,
And the world be better for thee.

When the year is sped, when its words are said,
And its songs and its joys are done;
Be thy heart content with a year well spent,
Nor wish one of its deeds undone.

Your friend,
J. M. PAGE.

Everybody At Our Place Wishes Everybody At Your Place A Merry Christmas And a Happy New Year, too

The Spirit of Christmas calls us to a better appreciation of old associations and the value of old friendships. May the New Year bring you a full quota of pleasure and prosperity.

WANNER MACHINERY CO.
A. F. Wanner, Proprietor.

1915-1916

Friendly Greetings for the Christmas Season and all Good Wishes for a Year Full of Happiness, Cheer and Prosperity.

WOOD & NATHAN CO.

The joy of giving reaches its highest expression at the full flood of Yuletide. Because we wish to join with you in the sacred spirit of Christmas we are presenting you with this token of our handicraft.

EDWARD DeWITT TAYLOR.
HENRY H. TAYLOR.

NEW YEAR'S GREETINGS:

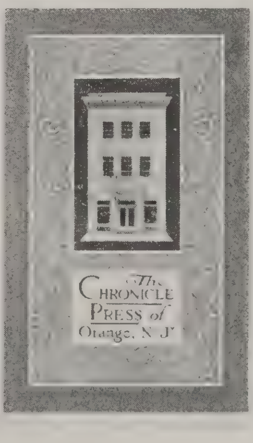
We extend to you our sincere good wishes for a prosperous and Happy New Year.

Mr. and Mrs.
S. T. HUMPHREYS
Bolivar, Pa.

Christmas is with us once more, and we take this opportunity to extend our sincere wishes for a Merry and Joyous Christmas to you and yours.

May the coming year of 1916 see the realization of your fondest hopes and highest ambitions and success attend you in all undertakings.

JAMES E. BALLARD,
Printer - Tawas City, Mich.



The Chronicle Press of Orange, N. J.

Printer's Supplymen's Club of Chicago

Helpful Salesmanship Among Printers—Founded in the High Character and Broad Information of the Salesman—Seconded by the Education and Higher Development of the Buyers.

CHICAGO has an important organization in which nearly all the leading establishments who deal in printers' machinery and supplies are represented. The higher ideals of service and helpfulness to the buyers, in the different branches of the business of printing, engraving and publishing, are placed foremost in the papers presented and the discussions.

Among the declared and published objects of the Club are: "The development of higher character and standing among salesmen; the practice of an honest, entirely truthful and helpful salesmanship; the conserving the best interests of customers, and the general upbuilding of the calling of printing and of the allied trades dependent thereon; the providing of better methods and greater efficiency."

At the Annual Meeting on January 7th, the following officers were elected: Harry L. Everett, of the Harris Automatic Press Co., President; George E. Crane of the Chicago Roller Co., Vice-president; Charles H. Collins, Automatic Stitcher and Folding Machine Co., Secretary; A. T. Patterson, Autopress Co., Treasurer.

Folowing the routine business and the election of officers, an address was delivered by A. H. McQuilkin, Editor of the Inland Printer. The address was followed by general discussions, chiefly as to means of greater improvement as to ways and methods used, increasing the practical usefulness of the organization; the overcoming of existing difficulties and the advancing of the graphic arts callings and improvement of the members in business methods and, incidentally, securing greater preparedness, thoroughness and broader, practical knowledge.

Editor McQuilkin prefaced his remarks by quoting a statement that he had heard to the effect that " a glowing heart" is the first essential to successful salesmanship. He considered however, intelligence, broad information or preparedness of buyers as one of the first requisites in this age to an intelligent, satisfactory, honest salesmanship and proceeded with a very intructive and interesting address on:

PROPOSAL FOR INSTITUTION FOR HIGHER DEVELOPMENT IN THE GRAPHIC ARTS.

By A. H. McQuilkin, Editor of Inland Printer.

Opportunities for the individual worker to develop a wider knowledge and more comprehensive skill in the printing and allied trades are so limited as to be almost negligible. Unusual determination, sacrifice of better paying positions, and exceptional ability and good fortune, go to make the sole avenues for the supply of the "superior craftsman."

The reason for this condition lies in two main directions. First: The printing and allied trades are steadily becoming more complex, as new processes and new machines and new materials are introduced. Second: The factory methods, which competition and the development of special departments have made necessary for commercial success, give no opportunity for superior, comprehensive training, and with some notable exceptions, very little opportunity for even the ordinary instruction that apprentices might be expected to receive.

Public interest in industrial education is aroused and much activity is evident in many directions in vocational schools. These schools cannot be expected to be other than preparatory for the shop. But the shop is a factory to make things, incidentally it may develop craftsman, but time and things are commercially more important to the shop than imparting instruction. Where instruction is imparted in a comprehensive way in exceptional cases, precautions are necessary to prevent the recipients from taking positions elsewhere before the skill they have acquired has repaid those who fostered it.

Skill in manufacturing is almost if not quite as important as great natural resources. Some economists claim it is more important.

The Great War is a war of ability in manufacturing, in the main—as Russia knows.

History shows how nations have been enriched by the inflow of skilled artisans.

In America agriculture has been vastly benefited by state and national aid, but in manufacture a much more complex situation has presented itself which is solvable only through the co-operation of the actual operatives themselves.

The intensely practical inventive genius of the American craftsman is justly celebrated. If we can bring to his aid some means of protecting him while assisting him in his researches we shall go far in advancing that "preparedness" for which there is so much need, if we consider the predicament in which England is at present, according to the views expressed by Mr. Lloyd George, and take our lesson therefrom.

In other words, the ideal way to do away with union restrictions is to provide the way to greater industrial knowledge, a moving onward and upward process. The paternalism of Germany linked the universities with industrialism. And from that fact in the main she waged war aggresively against all the European powers and Japan.

The American ideal of government and industrial progress does not lend itself to the German method. It is individualistic. Consequently the movements toward progress must come from the people themselves—and in educational work for the individual from the operatives themselves—who really own the skill. The desire to prove it must be planted in them.

It is appropriate that whatever move can be made in this direction should be initiated in the graphic arts—for the workers in the art-craft that is the disseminator of knowledge are the natural leaders.

The fundamental idea of the movement is not to make more mediocre craftsmen but to make more superior craftsmen out of the mediocre craftsmen, and to cause their influence to spread to other crafts, and so assure them a future and a competence.

This conception of a finishing school and research department in the graphic arts has been a logical sequence to the establishment of The Inland Printer Technical School thirteen years ago, when Mr. P. T. Dodge, President and General Manager of The Mergenthaler Linotype Company, through Mr. George Lincoln, manager of the Chicago branch, enabled the editor of The Inland Printer to establish a school of instruction for linotype operators.

The Inland Printer Technical School was opened in September, 1902, at a time when the output of linotype machines was at the highest and when there was no opportunity for men to learn the manipulation of the machine in any systematic manner. The opening of the school was of the greatest service to employing printers as well as to the ambitious compositor who desired to change his occupation.

Some notable instances of the avenues to success opened by the school include such men as C. H. Duboc, the first student enrolled. He became manager of a type foundry supply house at Columbus, Ahio, and is now president of the Duboc Paper Company, Chicago.

L. Frank, another student, after several years of success as a linotype machinist, was recommended to the Parsons Trading Company to represent them in Australia. He has proved an acquisition to that concern, and is a frequent correspondent to his old-time instructor.

The reputation of the thoroughness of the school spread throughout the world—which sounds very large, but the facts are dramatic. From Timaru, New Zealand, one youth came. He was six weeks on the way. He received his instruction and was so well satisfied that upon his return he sent four more printers. The men have come from England, Ireland, Scotland, Wales, Isle of Man, Sweden, Russia, Belgium, Italy, Servia, South Africa, Australia, and, as stated, from New Zealand, from every Province in Canada and from every State in America.

The material success of these men may be judged from the fact that twenty-six students have installed machines of their own after taking the Course.

Fourteen students have become superintendents of printing plants after taking the Course.

Six students are working on machines in Hebrew newspaper plants.

Twelve students are operating linotypes in newspapers printed in foreign languages.

One student is superintendent of printing in a high-school.

Six instructors of printing in deaf and dumb institutions have taken the Course.

Three school-teacher printers have taken the Course.

Two ministers of the gospel have taken the Course. What these gentlemen wanted with the instruction we do not know, except that it made them independent.

As a means to an end, several students have taken up linotyping to provide funds to carry on their studies in law or medicine and have all taken degrees.

One student has entered the Moody Bible Institute for training for foreign missions.

Eleven students are editing newspapers, and two are editing magazines.

That the school gave these men and many others the lift they needed cannot be denied.

The Inland Printer Technical School was the first to call attention to the dangers of lead poisining, and to provide a means of avoiding the danger.

It was the first school to adopt a definite system, the invention of John S. Thompson, of keyboard fingering. The Thompson system of keyboard practice is recognized by its results to be perfect for beginners and those who wish to improve their speed. Mr. Dennis, who claims the world's record for speed in linotype composition, says of the method: "It has been worth thousands of dollars to me."

The school was the first to teach the mechanism of the machines comprehensively by showing the value of study of machinery by groups and by individual parts, and also by instruction in tracing the motion of mechanical parts.

When a prophet is appreciated in his own country his rating as a prophet is good. Over one hundred and fifty of the school's graduates have been or are now working in Chicago.

Over eighteen hundred pupils have registered. The youngest of these was eighteen, the oldest sixty-five.

Fifty-five women have taken the Course.

Seventy experienced operators have taken the study of the mechanism of the linotype.

Ninety printers took the operating course only.

About thirty deaf or dumb printers took the course.

So it will be seen that selected material was not necessary to the school's success—merely the right principles applied to human needs.

The practical success of the instruction in machine composition was accomplished without financial support. It met a need and has been self-supporting, but necessarily it has been conducted along the most economical lines, as its instruction had to be given at a price within the means of the pirnter-students. As this class of work received a higher wage than other classes, the student looked upon his expenditure for study of the machine as an investment which would speedily recoup his first outlay and pay a continuous profit and at the same time give him an augmenting capital as his efficiency improved—if we take the view that the craftsman's capital is the knowledge, skill and efficiency he has to sell.

The linotype school was, of course, instituted out of a growing need for competent operatives, a need which the economic condition of the printing trade could not supply. In others words, machines cannot be sold unless they can be run by operatives who are readily available. Buyers of such machines would find it expensive and difficult to break in and control green hands.

In a larger sense, the same condition holds true in other departments of printing, more particularly that relating to what is known as display, job printing, or decorative printing. But when new machines and new methods are introduced, these conditions become more acute, more obvious—the immediate loss is evident—and this evidence gave birth to The Inland Printer Linotype School.

For more than twenty-five years The Inland Printer had been trying in various ways to aid its readers to a larger knowledge of the technic of printing, artistic and mechanical, and the machine instruction department being fairly launched gave opportunity to attempt the establishment of a school in typography with special reference to job or display work—the idea being to give instruction only to men who were already engaged in the printing trade but who had no opportunity to learn more except at great waste of time, under the factory conditions which now govern.

The Inland Type Foundry, through Mr. Carl Schraubstadter, made a gift of a complete equipment, and the school was a limited success for a few years. The difficulties in the way were in the character of the instruction and in the economic condition of the students. Taking the last first: The printer who needs instruction in the elements and principles of job printing is dependent on what he earns, and that is not large enough to permit him to be out of work, pay railroad fare, pay board, and pay even a small fee for instruction for any length of time. Even with the added ability or skill won by his sacrifice, financial recognition would not come to him as it would automatically come to the machine operative. Hence the students in the typographic branch were not numerous, and even the few attending were, for the reasons stated, compelled to curtail their instruction to a few weeks at the most. Some were helped gratuitously. The help was not costly to the school, but it meant a great deal to the men whose skill was their sole capital.

The instruction was the best obtainable. It was based on printing trade traditions, and was, of course, dogmatic so far as art and design entered in the instruction. This was unsatisfactory for it confined the reach of the school. In searching for principles the Art Institute of Chicago was appealed to, but it had nothing to offer at that time.

Two instructors in typography had been tested out in the school, and while they were excellent printers they did not have the peculiar ability of imparting their knowledge to others, due in the main to the fact that they had acquired their own knowledge by the usual imitative and dogmatic method, and they knew no other.

Mr. Holmes, then of the Art Institute, being consulted, spoke of a young printer, Mr. F. J. Trezise, who had been taking instruction at the Institute, and recommended him for consideration. Mr. Trezise was engaged by the school, and Mr. E. A. Batchelder, then of the Polytechnic School, at Pasadena, California, having published a series of articles in The Inland Printer on "The Principles of Design," the school management saw in this presentation an opportunity to enlarge the scope of the school by collecting and classifying the principles of arrangement and design applicable to printing as to other arts, and to do away with the cumbrous method of type, case and press, for cultural work, and substitute the more facile and available method of teaching printers to make letters and designs by hand—thus going back to first principles—to the time before printing was invented—to rediscover some of the lost traditions.

To bridge the space between artist and printer was a little difficult at first, but the services of Mr. Thomas Wood Stevens, then instructor in the Art Institute, were secured to deliver a course of lectures on lettering and design twice each week for a few weeks at The Inland Printer Technical School. The instruction was absorbed rapidly, and Mr. F. J. Trezise, the instructor of the school, in a short time had complete grasp of the educational situation. Thus, if the students found it too expensive to come to the school, the school could arrange to go to the students—by correspondence.

Mr. Trezise built up a comprehensive correspondence course and the school had it in type in 1907. Consultations with employing printers and with The International Typographical Union officials showed much sympathy with the school's efforts, and at the Hot Springs Convention of the International Typographical Union, Mr. W. B. Prescott, former president of that organization, made an address on the need of some plan of supplementing the education that printers could receive under shop conditions.

A resolution was passed empowering the executive board to appoint a committee on supplemental trade education, with power to act, and to report to the next convention.

In view of the work that had been so far accomplished by The Inland Printer Technical School, the executive board offered the chairmanship of the committee to the manager and founder of the school—A. H. McQuilkin, editor of The Inland Printer. The offer was accepted.

It is but just to say that this action of the Union was due entirely to the representations made by correspondence and by personal interviews with Mr. James M. Lynch, then president of the International Typographical Union, and with Mr. W. B. Prescott. The result provided the unique spectacle of the most aggressive labor organization taxing itself for the higher technical education of the printing craft, for it is most notable that the benefits were not confined to Union printers, but to any printer engaged in the trade.

The Commission on Supplemental Trade Education was made up of A. H. McQuilkin, W. B. Prescott, secretary, and Frank M. Walker—the latter since deceased, and his place supplied by Robert E. Darnby, a prominent employing printer of Indianapolis, Indiana, with the president of the I. T. U. ex officio.

The first meeting of the Commission was in December, 1907, and at the outset the novelty of the plan of teaching printing by correspondence and through the medium of instruction in hand-lettering was a bone of contention. The soundness of this philosophy was backed by the experience of the school, however, and in three days the arrangements were completed whereby the I. T. U. agreed to pay the expenses of advertising, and The Inland Printer Technical School was to carry on the work of instruction for the fees.

The fees were made as low as possible—$20, the course of instruction to be indeterminate.

This estimate was found to be too low to meet the expenses of the school, and the scale of fees will be increased in February, 1916, to $25 cash or $30 by instalment. The I. T. U. gives five dollars as a bonus to all students who qualify and obtain a certificate, and a number of local Unions supplement this with an additional five dollars.

Approximately eight thousand students have taken the course of instruction. Among the enrollments are men who live in South Africa, Australia, China, East India, Great Britain, and other countries.

The education department of New South Wales requested and secured permission to adapt the course to its system of typographical education, and abandoned the old methods.

The Inland Printer Technical School was invited to the Fourth International Congress for the Promotion of Art Education and Art in Relation to the Industries, at Dresden, Germany, August 12-18, 1912.

Mr. F. J. Trezise, chief instructor of the school, was sent as its representative. His address, as printed on page 219 of the Inland Printer for November, 1912, was read by him before the Congress and illustrated with stereopticon slides.

It is significant as it is gratifying and dramatic that in Germany, the cradle of the art of printing, this message from the plains of Illinois was acclaimed and acknowledged by the Congress to be the most comprehensive and most practical method of teaching the phases of the art it covered of anything yet devised.

These accomplishments are encouraging, but they do not go far enough.

There is a great store of latent human ability waiting to be released in uncovering the possibilities of new processes in the art. Unfortunately these cannot be developed within the resources of the school nor within the workers own resources.

The interests to which they will ultimately contribute, if developed, may support an effort to provide the means to carry the school work still farther and open the way to the making of the superior—the master—the craftsman.

Lithography, through the offset press; rotogravure; photogravure; photography; the science of presswork; and all the inter-related factors in making printed matter a potent force and the business of printing a worthy and attractive life work; are in need of the centralizing influences of the school, the growth of which has been described here step by step.

The Inland Technical School is in touch with men in the various branches of the printing arts who have made great sacrifices to experiment and develop better ways of getting results and of higher artistry and more thorough craftsmanship. These men have resources within themselves that time and money are needed to ripen. Under their influence it is possible that many others whose latent abilities are held in suspense can be quickened and made a growing power in the development of the art of printing, and that procedure if carried out would influence other industries.

That there is a vast number of unripe craftsmen is true.

The school has ripened some to a certain degree.

The school needs aid to find out the way to perfect men in the art—to ripen them.

The school has thirteen years of success behind it, not financial success, though it has paid its way, but in making men more competent to serve the commonwealth. Given the aid to do the work it aims at, it will be as successful in the larger development of its ideal as it has been in the steps it has taken so far.

The wish of the school management is to establish its present equipment and service in conjunction with an equipment for the various other branches of the industry, in suitable quarters, under the instruction of a carefully selected faculty of progressive workers in the printing arts.

From various parts of the world printers are coming to America to find out more about printing. They pay a high price for traveling from place to place, picking up here and there what information they can. It is possible that the school could be a great attraction to these as it has been to others in the branches so far.

The most promising function of the school is the work of instructing men to instruct others. To work out better ways and prove them to be better ways, free from the insidious oppositions that are annoying and destructive of the efforts of free-minded men who want the truth determined with scientific accuracy.

One of the greatest problems in manufacturing is to obtain the co-operation of operatives in determining the time occupied in the various operations. The cost of production, and the problems of the relation of administration costs, selling costs, and advertising costs, and all the interrelated affairs of business administration of printing trade plants would naturally come into the purview of the school curriculum. A sympathetic interest in these problems created among the producers would make a leaven that would go far to establish ideal organization in the various establishments in the printing trades.

The departure from the beaten track wich the school now proposes is now greater than the departure it made in teaching the best way to learn linotype work, nor in the departure it made in teaching typography, nor its influence on the policy of labor in aiding education of labor.

The school can begin small and work up as it has done before; it can be aided financially by one man or many. It belives if one will not, another will, for its purpose is economically sound—AND IT HAS DONE THINGS TO BE PROUD OF.

A score of members took part in the discussions following this address, the plans proposed in which were approved and commended. All were greatly pleased with the presence, as visitors, of A. N. Starkee of San Francisco, a representative of the Harris Automatic Press Co. on the Pacific Coast, and Charles J. Weinard, of the Smith-Brooks Co., of Denver, Colo., who each spoke interestingly and instructively, of conditions in California and Colorado and of efforts that are being made, through co-operation of different local organizations, for betterment in the different branches of the printing crafts, including lithography and photo-engraving, and between workers and employers.

* * *

CREDIT TO WHOM CREDIT IS DUE

The article entitled, "Overburdening the Overhead Expense," printed in the December issue of the National Printer-Journalist, was duly credited to its author, but by some oversight the credit to the paper in which it had first appeared, though plainly printed at the top of article in small type, was omitted by the printer and not caught by the proofreaders. The line that was omitted was as follows: "Reprinted from Domestic Economist, Chicago." The article was written for The Domestic Economist, as we are informed, and was printed therein, but it came to this office printed on one side of a sheet, the other side being blank and was in form like new sheets that this office is constantly receiving from universities and schools of journalism, and we can conceive how the printer and proofreader may have been off their guard on that account, thinking that it was a news sheet sent by the "American School of Business."

We regret very much the omission of the proper credit line and wish the excellent Chicago publication to have full power and benefit.

Golden Anniversary of New York Typothetae

THE United Typothetae of America was not organized until 1887 and was the second national organization of employing printers and publishers in the United States—the National Editorial Association being the first—and was distinctly an association of master printers. The National Editorial Association of the United States had been organized two years before at New Orleans, and while nearly every member was then, as now, an owner and conductor of a printing office, and this branch of business was and has been since presented and discussed at the conventions, newspaper making was and has been, all along, made the leading feature, yet there is a common unity of interest between the National Editorial Association and what is now known as the United Typothetae and Franklin Clubs of America. For many years fraternal delegates were sent from one organization to the other, with mutual benefit to each. This custom should be revived this year at the convention in New York City and much good will result to all the members of each who are alike interested in many matters of printing and the conducting of offices as well as in both National and State legislation touching the interests of the callings.

While the United Typothetae of America was not formed until 1887, the local association in New York City has rounded out its 50th year and on our desk is a pamphlet, tastefully gotten up and filled with most interesting and valuable thoughts and historic incidents, giving an account of the Golden Anniversary occasion and containing the addresses delivered as follows:

"Fifty Years of the New York Typothetae," Edward C. Greir; " A Retrospect of Fifty Years," Henry Lewis Bullen; "A Tribute to Organization," Willis McDonald; "Experiences of the Bank Note Printer," Homer Lee; "Experiences of a Typothetae Member," Herbert L. Baker.

This brochure of fifty years of united efforts of members of the craft for better things very appropriately opens with the following quotation from an address delivered at the first banquet in New York City, February 25, 1865, by Peter C. Baker, who was responsible for the naming of the new organization:

"Let us, then, fellow members of the same noble fraternity—let us all agree that we will, while engaged in the practice of our noble art, aim to improve and exalt its productions. Let us count no sacrifice too great, no labor too severe, which promises superiority! Let us neglect nothing which will make us better printers."

The sentiments expressed by this leader among printers in 1865, are just as important now as then and should give new inspiration, determination and higher aims and efforts to all members of the craft in all departments and in all dependent on related branches of the calling on which rests the intelligence and progress of the world in all knowledge, in all government, in all business, all the arts and humanities.

The history of the organization, contained much that is of instructive interest, but we cannot give all, and have only quoted the following from three addresses that we deem of most general interest and greatest intrinsic value:

"A Retrospect of Fifty Years"

By Henry Lewis Bullen

The world was fifty years younger in 1865. We err when we call bygone times the old times. We are the ancients. Gutenberg is the infant printer; the printers of today are four and a half centuries older in craftsmanship. Gutenberg invented the essential things when he made the first types and the first press: all that follows has been elaboration and improvement of his great idea.

In 1865 printing machinery and appliances were as fully adequate to current needs as our machinery is to present needs. Inventions are not forced by the demands of the printers. They are forced by the demands of the printers' customers — ever - increasing demands, to meet which the resources of 1915 will be as inadequate fifty years hence as our facilities would have been unnecessary in 1865. There are young men in this audience who may live to see the proof of this prediction.

The men of 1865 lived in a period in which all inventions then in use were relatively and in many instances more marvelous than those of any period before or since. "Steam Printing Office" was a sign only to be found on the larger plants; but what of that, in a time when many men were living who had seen the first steam engine used in America? That was a British invention, but the young Republic had during the lives of the men of 1865 assumed a leadership in invention that it has ever since easily maintained. The steamship, the cotton gin, the reaping machine, the vulcanization of rubber, the electric telegraph, the sewing machine, the monitor which revolutionized naval warfare—all these were marvelous, and they were "made in America" before 1865.

In the printing field America has easily taken a lead in invention which it has never lost. A majority of the original members of this Typothetae had entered business when all printing was done on wooden hand presses and all paper cutting was done on plow paper cutters. They had seen the wooden hand press superseded by the all-iron "Washington" in 1819; the arrival of the first cylinder press from England in 1827; the building of a copy of that press by Hoe in the same year; the invention of the Adams power platen press in 1830; the invention of the Hoe type-revolving press in 1847. They had seen the impressions of a printing press increase from 250 to 25,000 per hour in 1847, and this capacity on the eve of being largely increased by Bullock's invention of the first practicable web perfecting press in 1863. All the great newspapers of the world in 1865 were printed on fast presses not only invented but made in America. America also gave to the world the two-revolution press and the small job platen presses, which were still new to the printers of 1865. The first self-inking treadle or "job" press was used in Boston in 1838. It was the invention of S. P. Ruggles, upon whose ideas George P. Gordon effected improvements in the early fifties. Two-revolution presses were in the beginning made in sizes as small as 13x16-inch bed, printing 9½x12 inches, as well as in larger sizes for book and news work. However, the earlier two-revolution presses did not register well, and stop-cylinder presses were considered necessary for register work. It took a quarter of a century to learn how to make two-revolution presses that would register, and now we are about to return to the use of small jobbing two-revolution presses. At a meeting in New York of master printers from New England, Philadelphia and New York in 1865 there was an interesting debate on the subject of presswork. The general opinion was that book printing could not be done on a cylinder press so well as on an Adams power platen press. Now the Adams is a relic; only half a dozen are in present use. One was offered to the Typographic Library the other day. As it takes the floor space of a 56-inch two-revolution, we reluctantly declined the gift, and passed it on to the Smithsonian Institution in Washington.

Printers in 1865 could remember the introduction of stereotyping from England in 1813. They were using electrotypes made by an American who first applied that art in the reproduction of type forms in Boston in 1842. They had seen the first curved stereotyped plates used in this city in 1861. They had seen the first folding machine, an American invention. The printers in 1865 could choose between the Mitchell, the Alden and the Burr typesetting mechines, and quite a number were in use.

In typecasting Bruce's first successful invention of a typecasting machine had supplanted the hand mold all over the world. That was in 1838, although typecasting machines had been in the experimental stages in America since 1805. In 1865 American typefounders first began to set the fashions in type-faces to the world. Up to 1865 our type-faces were derived from Europe; since then Europe has in the main preferred Roman type designs of American origin.

Little can be said in praise of the quality of printing in 1865, judged by our standards. Compared with printing in other countries, except France, America was then a little ahead on the average. The American printing of 1865 was marked by progressiveness. There was a steady improvement. The printers were progressive. They later on absolutely abolished the use of wet paper and introduced hard packing in advance of other nations. In 1846 an American (Adams, in the Harper establishment) first used overlays on wood cuts, and from that time American printers excelled in woodcut printing, and brought that art to the apex of its perfection a few years before it was superseded by the halftone process.

Printing as a whole was crude in 1865, but everything in the Republic was crude—crude but grand! It was the time to break new ground, to sweep away forests, to subdue mountain barriers, to bridge the great rivers, and to lay the foundations of all the material progress that we enjoy. Making a clearing in the forest is crude, rough work; but it has to be done before the rich crops wave and the roses bloom around the humble, comfortable, or palatial homesteads.

The printers of 1865 lived in the heroic times of the Republic. They saw it emerge by means of blood and iron into a splendid manhood. They doubtless had grand thoughts; we know they had grand aspirations. These were best expressed by the Grand Old Man of American typography, Theodore Low DeVinne. He more than any other man taught us how to print in our present method. He was the youngest of the group of the originators of this Typothetae. He was the last to leave us. Analyze every successful movement and you will find behind it one man, the conceiver of the idea and at the same time the willing worker. DeVinne was that man in the organization and management of this Typothetae. There is ample evidence that DeVinne was the originator of the plan to form The Typothetae and the compiler of the "Prices for Printing." He was then thirty-six years of age. We cannot honor him too much. The measure of our stature as printers is the measure of our honor we voluntarily accord to DeVinne, the safe and sound citizen and ideal printer.

In closing an address to which the title, "A Tribute to Organization," is given, Willis McDonald said

"Let us get a broader view of our responsibilities and opportunities of serving one another, touching elbows a little closer as our ranks get thinner, on the march to the Eternal Hills. Let us go on with courage, faith and hope dominated by the highest ideals of the brotherhood of mankind.

"As we grow older and the shadows begin to lengthen, and the leaves which seemed so thick in youth above our heads grow thin and show the sky beyond, as those in the ranks in front drop away and we come in sight, as we all must, of the eternal rifle pits beyond, we begin to feel that among the really precious things of life, more lasting and more substantial than many of the objects of ambition here, is the love of those we love, and the friendship of those whose friendship we prize."

Mr. Herbert L. Baker, who is apt to mingle a little of quaintness and humor with his teaching and enforcing of important truths and principles told in a few words of "Experiences of a Typothetae Member," saying among other things:

I want to tell you my first experience in the Typothetae. I was in the printing business in St. Paul, and joined the Typothetae there twenty-five or thirty years ago. The dues were $10, and $10 were hard to raise in those days in the printing business in St. Paul. Well, it was our custom on Saturday night, my partner and myself, to get together and figure out the bills for the important items which had been finished up during the week. The very next Saturday night we had to figure up a job of labels for a paint house that had a fire. They were accustomed to pay us so much a thousand for labels, one lot printed at a time as needed. The fire spoiled all their labels and gave us many thousands to print at once. We printed them on a cylinder press—our only cylinder press; we had paid only $100 on it, but still I called it ours. We figured up the job at $95 and made out a bill. I said to my partner, "Hold on a minute; we have $10 Typothetae dues to pay; why not put that on the bill?" So we made the bill $105. That looked very simple, and my partner said, "We will have to pay next year, so why not put in $10 more and make it $115?" "Well." I said,"while we are about it, let us put in the third year; this is easy." and so we made a new bill for $125. Then we stopped and figured up what the patron would have had to pay for those labels separately at the price we had been charging, and we found they would have cost him $215. So we made a price of $195, and the customer thanked us for the concession of $20 from our regular price. You see, my membership in the Typothetae the first week made me $100.

For the first time I got the idea that the cost of doing a job of printing was not the only criterion of its selling value, and that idea has been of great value to me in a business way ever since. Now, if I love the Typothetae, if I believe in the Typothetae, if I have done any work in The Typothetae, it is because of the business training I got from it, of which this $100 was the first example. I realize now that I sadly needed such training, and I suspect there are still a few in the business who need it. We ought to stand by the organization, not only because it is a good thing for others, but it is a good thing for ourselves; it dignifies the business and puts competition on a higher plane; and while it puts money in our pockets, it makes us mindful of the interests of our fellows. I hope I may be allowed to be a member of this organization as long as I live—and then some. The Baker family was represented at the organization of The Typothetae fifty years ago, and a young "chip" of it is present with me tonight, who I hope may attend the one hundredth anniversary fifty years hence, and tell them about this splendid gathering.

Speaking of fifty years hence, one cannot help wondering how printing will be done at that time. The last thirty years have seen more changes in printing methods and machinery than occured during all the previous history of the art. Changes are occuring now with bewildering variety and swiftness. * * * * I can see at present no substantial reason for thinking that there will be any radical changes in the basic methods now used by the printer, though there will be doubtless very great improvements in their details. Of one thing I'm sure: The Typothetae as an educational and mutually helpful institution will be just as useful and necessary as it is now. Tonight we reach out our hands across the years yet to be, and in spirit join in the centenary celebration of the New York Typothetae, with hearty good wishes for its success and prosperity during its second century.

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The modern play, by Cohen & Harris, is winning praise from the press wherever it is presented. It demonstrates the power of advertising while furnishing amusement in a lively farce, moving with vim and gusto. While filled to the brim with human situations, the advertising statistics with which the play abounds are solid, sterling, convincing facts, according to the press notices. It ought to be serviceable in arousing the attention and waking up the ideas of those who think that a sign on the door is all that is necessary to secure business or that they are so well known that they need neither fear competition nor newcomer in their kinds of trade.

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"LIBERTY, THE PRIVILEGE OF DOING RIGHT"

"Righteousness exalteth a nation." It also exalteth a business. In an address before the Buffalo, N. Y., Ad Club, Norman Hapgood, editor of Harper's, echoed in the following remarks, as told in the Buffalo Express, what are everywhere becoming more and more the prevailing principles and the working rules put in daily practice by American business men and American newspaper publishers:

Mr. Hapgood's talk was a consideration of the business-man as a citizen. He was certain that dating from the Civil War, the relation between the business-man and the life of the nation had been constantly improving. American smartness and Yankee shrewdness as typifying a kind of business were, happily, he said, no more.

"The reason politics is better is because business-men generally have come to realize just what is due of them as citizens. We have made certain changes for the better. We do not longer define liberty as the privilege of doing wrong, but the privilege of doing right."

Mr. Kenner told of the work that is being done by his special advertising committee in various cities of the country for better advertising bureaus for cleaning up the tone of advertising. In many of the cities, he said, the committees do nothing but investigate complaints against questionable advertising, deceptive advertising and untruthful advertising. He showed the members how such a plan might work in Buffalo.

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MASSACHUSETTS AND SUBURBAN OF NEW ENGLAND UNITE

Waltham, Mass., December 24, 1915.

Brother Herbert:—As I am apt to forget to remit, in the midst of a busy existence, I enclose check for an extra year.

Are you aware that the Suburban and Massachusetts Associations consolidate after January 1st? The Suburban holds its last distinctive meeting next Monday.

The Interstate Commission interferes sadly with our Press Associations and we all prefer one strong, well-attended one to two with slim attendance. We continue monthly meetings.

The compliments of the season to you,

Fraternally,

A. STARBUCK.

New Year's Edition of New York Evening Post

An Issue Filled with Interest and Valuable Object Lessons for Newspaper Makers—Worthy Principles and Designs for Newspaper Publishing—Subjects that may be Usefully Covered—"Forecasts of the Future." The Multitudinous Interests of a City, Etc.

ONE of the old, reliable dailies of New York City is the Evening Post. The publishers have kindly remembered this office with the issue of December 31st, printed in seven sections, with a total of 102 pages, and containing the "Annual Financial and Real Estate Review."

For completeness and the great number of carefully, ably prepared, pertinent articles and statistics and broad and informing views along all lines, this issue is worthy of highest commendation.

The Post is one of the sane, reliable newspapers that is an honor to the publishers and a credit to the character of its readers and supporters. It is noted for the candor and ability of its editorials, and for a strict adherence to the design of the publication announced, as follows, in its first issue on November 16, 1801:

"The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature."

The paper has numbered among its editors men of highest erudition and literary ability, such as William Cullen Bryant.

The present head of the publication is Oswald Garrison Villard, whose views of the newspaper calling have been made known to our readers through the publication of the leading points of his address before the students of the School of Journalism of the University of Missouri and the editors of that state.

The Post has been very highly prized through many decades, if not from the very first, for the ability, thoroughness and conscientious accuracy of its financial reports and reviews and clear, honest treatment of financial, industrial and governmental matters. The importance of markets and of all matters affecting business and finance, on which depend the prosperity and the well-being of all the workers, all the people, whether engaged in agriculture or in other industries, or merchandising, is too little appreciated by many of our newspaper publishers. There is a human interest even in markets, that is, by no means, sordid.

Never before in the history of this country have the questions of future finances and markets been of deeper interest than at present, owing to the new conditions and the uncertainties as to the future, caused by the great world war.

The Evening Post has performed a very valuable service by its review and the securing and publishing opinions of eminent financiers, the heads of great industries and railroad companies, bankers and others, in its "Annual Financial Review Supplement," under the heading, "Forecasts of the Future."

These "forecasts" were secured in answer to five questions sent out by the Evening Post.

The keeping in touch with the leaders in finance, the industries, and business, of city, county, State and Nation, and securing their views on matters of local or general interest, is wise and profitable in newspaper-making.

The views of leaders in all productive callings, in social, educational, economic and benevolent affairs and in public life, are helpful not only in reaching a correct understanding of questions affecting the people in all their interests, but to the carrying forward all measures for betterments in all social, governmental, industrial and commercial affairs, besides there is an added human interest, bringing a bond of sympathy among the people. There is also a real benefit to those who are induced to a consideration of the subjects in a way to give enlightening answers thereto. Socrates taught through asking questions, and prominent leaders in all the affairs of life are not above being educated by being asked and the seeking proper responses as to anything that may be for the benefit of the public. No man and no newspaper is too great or small not to be interested in the securing, imparting and advancing all knowledge that may be for the public welfare:

The following were the questions submitted by the Evening Post:

(1) Do you look for continued trade revival and increased prosperity in this country during 1916? How

would it be affected by a continuance of the European war for another year? How would it be affected by early return of peace?

(2) What is your feeling as to financial and industrial conditions here after the war? Will Europe flood our markets with her own manufactures, or will the post-bellum reconstruction of Europe call for continued large exports from us?

(3) Do you regard the rise on the Stock Exchange as based on sound foundations? Are there dangers in the movement; and, if so, what dangers?

(4.) Do you believe that our bankers should continue to lend heavily to European Governments? If not, how should our surplus resources be employed?

(5) What condition of finance and industry do you expect to prevail in Europe during and after the war? How is it likely to react on the United States?

The answers received were from such well-known economists, bankers, financiers and practical business men as F. W. Tausig, head of the Department of Economics of Harvard University; Frank A. Vanderlip, President National City Bank of New York; James J. Hill, ex-chairman Great Northern Railway; Darwin P. Kingsley, President New York Life Insurance Co.; Horace White, author of "Money and Banking"; John A. Topping, Chairman, Republic Iron & Steel Co.; Stuyvesant Fish, ex-President Illinois Central Railroad, and many others.

The following answers to the first two questions seem to be especially happy and reasonable and the answer to the second question will be found of direct interest to the readers of the National Printer-Journalist:

HORACE WHITE—The Well-Known Author of "Money and Banking," and Chairman of the Hughes Commission of 1909:

(1) I look for continued trade revival and increasing prosperity in this country during 1916. As long as the warring nations can pay for the goods which we supply, our export trade will be large and remunerative. When they can no longer pay, the end of the war will not be far distant. A return to peace would be beneficial to us in an economic sense. Although it would greatly curtail, and perhaps extinguish, the demand for war materials, it would reopen a far greater demand for the needs and equipment of peace. The demand for everything needful for human sustenance and comfort would be enormous and instantaneous, and we should be in a better position to supply it than any other great nation.

The warring countries have lost, by wounds and death, millions of laborers, skilled and unskilled, and if the war lasts another year their losses may be doubled. This force of trained industry cannot be hastily recreated, and in the meantime wages in these countries will be higher by reason of the scarcity of laborers. Moreover, raw materials in those countries have become scarce, and their machinery is rusted and partly disorganized. Even if the war should come to an end tomorrow, Germany could not regain her former industrial and commercial position during the present generation. Both Great Britain and France have been badly crippled, but their losses in men and materals have been relatively smaller than those of their principal enemy.

(2) The talk about Europe flooding our markets with her manufactured goods after the war is bosh. This notion had its beginning in the discussion of our lack of dyestuffs. Germany, during the last half-century, acquired a monopoly of the dyestuffs trade of the world. She earned it, not by force of arms, nor by protective tariffs, but by superiority in training in the science of chemistry. Some energetic people on our side of the water put their heads together and said that we had more coal tar (the raw material of aniline dyes) than Germany or any other country. Why should we be dependent upon foreigners for coloring matter? Let us have our own chemists and our own dye-works forthwith! Then somebody raised the objection that Germany at the end of the war would "dump" dyestuffs on us, in order to crush our new-born infant industry. This had a plausible sound, and it started echoes. It carried us back to the good old tariff days. So the adherents of the Payne-Aldrich bill said that Europe would embrace the first moments of peace to combine in dumping manufactured goods of all kinds on us, and that we must anticipate their sordid designs by passing a new tariff bill. This song was welcome to the ears of certain politicians who have been short of an issue for stump speeches. As for the dyestuffs industry, if there are losses to be incurred in starting it, let the Government take it up and foot the bill, instead of going into the marine shipping business, which is so prosperous now that even the International Mercantile Marine can earn a living.

The article by the Hon. David Jayne Hill in the current number of the North American Review, entitled, "An Impending Danger to the Republic," conveys the idea that although we did not perceive any harm from German trade competition before the war, when she had all of her splendid industrial and commercial forces in full activity, yet we shall be compelled to close our factories and send our workmen to the almshouse as soon as peace comes and Germany sends her surviving soldiers back to her workshops. This implies that Mr. Henry Ford, who attempted a campaign for peace in Europe, does not know on which side his own bread is buttered. According to Mr. Hill's view he is striving to ruin his own motor business. If he had succeeded in his endeavor, "who would offer our workmen employment, and upon what terms would they be employed?" This is the question soberly asked by Mr. Hill, and then he adds that "the end of the present war will force upon the United States the restoration of a protective tariff." As though we did not have a protective tariff now! I have the highest respect for Mr. David Jayne Hill as a diplomat and a constitutional lawyer, but I think that Mr. Ford is his superior as an economist.

However, it was not the intent to go into the discussion, or to give anything of the contents of this admirable number of the Evening Post further than to show facts for lessons in worthy newspaper making. It may be permitted to state that the views secured and given are rather optimistic on the whole, provided only proper enterprise is manifested and sane methods adopted and there is no ill-digested legislation by the U. S. Congress, that may prove hurtful to our industries or commerce, or tend to cripple our finances. What has been quoted will serve as an example of the very valuable thoughts, facts, opinions and arguments that it is possible for any enterprising newspaper to secure on almost any subject of interest and importance to readers, that is attracting public attention.

Five questions were also submitted to railway presidents as to prospective earnings, needed expenditures for terminals and equipment; as to making the railways more useful; the extent of Government regulation, and as to Government control in the reorganization of bankrupt roads. The replies received and published are vastly informing and ought to prove greatly helpful.

The thought here is, that it is wise for newspapers to consult those best informed upon any subjects affecting our industries, transportation, commerce or finances, rather than to attempt to build up, on small information, unfounded theories or to take the dicta of ignorant politicians, who seek popular approval by stirring up suspicion, discontent, prejudice and strife.

Aside from the "Financial Supplement," the other parts of this issue are well and ably sustained.

The "Eleventh Annual Real Estate Review," in its showing of growth under the general title, "New York City's Evolution in Four Decades," is filled with gratifying facts and useful suggestions.

Very many newspaper makers of this country have the opportunity of telling of the very satisfactory growth of their cities, but it is evident that no other can show such great and orderly development, or greater present and prospective growth. Owing to over-production, the city is this year behind, in proportion to size, many Western cities. However, it is not of this so much as of the manner of handling the facts that we wish to write as an object lesson to other newspapers and cities. Two interesting illustrations given, that indicate at a glance the city's wonderful development during the period mentioned, are of the sky lines of the city today and forty-two years ago, 1873, both taken from east turret of the Brooklyn bridge. Another illustration, showing "Traffic Scene, Fifth Avenue and 34th Street, showing Daily Congestion," reveals the city's great activity. It proved the more thrillingly interesting to the editor of this paper because of being nearly run down by an automobile in the rush at seven o'clock on the evening of November 22nd, just past, while crossing Fifth Avenue at 38th Street. Everything seemed clear at the start, but when about twenty or thirty feet had been traversed, there was a swift awakening from pleasant reveries by the cry of a frightened chauffeur. He had been quick and the machine had stopped within three feet of the possible victim. It seemed, upon awakening from the danger, that the Avenue was filled with thousands of machines, reaching from curb to curb. The crossing policeman had evidently released the up-town stream of traffic, and it was some satisfaction that when he came up on the run, he found no one hurt, and hurried back to his post. All traffic, however, was clogged, but everybody seemed in a kindly, forgiving mind. Though the sympathy was rightly all with the occupants of the automobiles and the watchful guardian of the street traffic. Considerably chagrined, the editor quickly negotiated the sidewalk, dodging between three lines of automobiles and waited until assured the Avenue was clear. The lesson is that visitors from such small villages as Chicago should look out a little when crossing the streets or avenues of New York City. There was a little salve to pride, on returning home, to read that a leading member of Congress had been bowled over, though not seriously hurt, when attempting to cross this busy thoroughfare. This is only told to give an idea of the street congestion and a touch of human interest and because it is true, and the picture brought the incident to mind. The editor was at fault and publicly apologizes.

However, to resume: The treatment of the affairs of New York City occupies three full sections of the Evening Post's annual edition.

Among the articles by different writers are found the following subjects fully and ably treated:

NEW YORK HEADING TOWARDS FIRST PLACE—Factors that Promise to make it the World Leader—Leads All Other Great Centers in Finance, Clothing Making, Marine Commerce, and Many Other Ways——Necessity for Handling Bulk of the Business of Two Continents and the Reflection It Casts on Future of the City and Its Ten Billions Worth of Real Estate.—By Robert Grier Cooke.

BUILDING CONVALESCING—Recovering from Lean Period to Share in Prosperity—Outlook Brightening Steadily with Good Prospects for Record Year—New York Behind Western Cities, Owing to Over-Production, which is being Absorbed Rapidly—By Louis J. Horowitz, President Thompson-Starrett Co.

HOPES OF THE PROPERTY OWNER—Some Things He would be Pleased to See Realized during the New Year—By Alfred E. Marling, President of Horace S. Ely & Company.

TO START CITY TOWARD ORDERLY DEVELOPMENT—Requisite Data Collected for Co-Ordinated Planning—Municipality Ready to Launch Comprehen-

sive Plans to Direct Public and Private Effort Along Scientific Lines—To Regulate Construction and Create Zones for Homes and Industry are City's Biggest Problems—What Modern City Planning Means Reflected in Past Errors—By George B. Ford.

IN THE LEADING HOME ZONE—Factors of 1915 that gave it a Remarkable Uplift—Record Apartment Renting and Revived Demand for Private Houses Turned Gloom into Prosperous Outlook—Signs of the Day for Investor, Builders, and Leaders—By Douglas L. Elliman.

HYGIENE IN TENEMENTS—Increased by Elimination of 390,000 Dark Rooms—Banishing of School Sinks Also Helped Lower City's Death-Rate—Tenements to House All Syracuse or Memphis Built This Year—Bureau's Plans for 1916—By John J. Murphy, Commissioner Tenement-House Department.

There were a score or more articles, by experts, treating of the different and multitudinous city's interests and methods of development.

We have given captions of these six to show how a New York paper covers a city in annual review and because each contains some suggestions that may be applied in the treatment of the home city's affairs by almost any newspaper in the United States, and there is no need of waiting for another New Year day to take up such vital matters.

New York reaches out over the whole country in its business, financial and transportation operations, and hence articles of general application find place in this edition, but every city, village or hamlet has like interests, just as important to the residents in the field covered by the local press.

The related or dependent subjects are infinite.

Here in the Post is another article under the caption and sub-captions:

NATION-WIDE UPLIFT IN REALTY AFFAIRS—Growing Importance of West and South—Public and Private Planning on More Generous Scale—Big Port and Railroad Improvements—Drift to Apartment Living—By Frank J. Parsons.

This well illustrates our thought. Among a half a dozen of the related subjects treated are "Civic Interest Increasing," and "Newer Business Habits." Under the subhead of "Civic Interest Increasing," the writer says, among other things:

> In many cities, notably Cleveland, Ohio, Kansas City, Mo., Seattle, Wash., Atlanta, Ga., and Birmingham, Ala., the city has entered upon a distinct and comprehensive plan of boulevard and park improvements, and from year to year, as funds are available, the systems are gradually developed, and add greatly to the appearance and attractiveness of the cities. The general trend also seems to be towards the selection of a cite for a so-called civic center, in which the public buildings erected from time to time are gradually grouped under a well-defined plan. In cities such as Des Moines, Ia., and Denver, Colo., substantial progress in this respect has already been made, and the idea seems to be fundamentally sound and is spreading.
>
> To students of conditions affecting city growth it is apparent that some importance in connection with these changed and improved conditions must be attributed to the quite general introduction of the commission form of government permitting, as it does, of a broader treatment of community problems, the concentration of authority, with a consequent increase in efficient action.

Under "New Business Habits" is the following:

> Along educational and religious lines, progress is equally notable, and the ample provisions for the future, made in many of these cities, is in strange contrast with the halting program of the older Eastern communities. It is not an infrequent sight in rapidly growing cities such as Salt Lake City, Omaha, Dallas, and Oklahoma City, to see magnificent fireproof schools with all modern equipment or splendid churches, colleges, etc., located in a section in the line of the best residence growth, but which is as yet sparsely settled. On the occasion of later visits, however, the increased growth demonstrates the wisdom of this planning for the future.
>
> The period of adjustment and relative dulness through which the country has been passing has served many useful purposes. Economies have been practiced, surplus funds accumulated, and provision made looking towards a permanently sounder and more scientifically adjusted situation. There are, moreover, strong evidences in the whole structure and habit of our business life of certain new and large elements making for improvements in general business and eventually in real estate and mortgage conditions on a scale not hitherto attained in this country.

Somewhere in one of the other numerous articles, instructive facts are given as to nearly every phase of the city's life and social and business well-being.

One writer, rightly, finds great encouragement in the increasing demand for "dwellings and for permanent homes that is not confined to any one class, although the demand following the new prosperity has been chiefly directed to the more expensive type of houses."

A city or nation whose citizens are providing permanent homes of the best class for themselves and families, is in a condition that assures all that is to be desired.

Now, we set out to write only a brief editorial note on this issue of the Evening Post, but, as we read and wrote, there seemed so much of value that we could not refrain from giving this much that we believe will not only prove of interest to our readers, but immensely educational and of the broadest intrinsic value to newspaper makers everywhere. Teaching by example, we have always found to be the most effective and helpful—tending to the adoption and use of the methods and the broader knowledge—making for improvement along the line of the suggestions and all related thereto.

It is a new year and the opportune time for the consideration of the weighty principles that underlie all that help to efficient and useful, enlarged service and growth upon broader lines. It is time to take account, not only of business but of all that is thereto useful, necessary or essential. There is no greater business in the world than that of publishing a worthy newspaper.

* * *

ADVERTISING IS JUDGED BY THE COMPANY IT KEEPS

Samuel Hopkins Adams, of the New York Tribune, speaking before four hundred members of the Boston Chamber of Commerce, amply explained the plans of the Tribune for securing advertising and excluding frauds and misrepresentations, and added, in full accord with that which the National Printer-Journalist has been claiming for twenty-five years and more:

> "No advertisement is judged by itself alone, but by the company it keeps. Not one particular line suffers by a 'fake,' but the readers are made suspicious of the legitimate advertisements oftentimes when they read them side by side with the false offers and swindlers' notices."

* * *

THE CARTOONS

Herbert H. Perry Gives Chalk Talk to Journalism Students at University of South Dakota.

"The exciting days of the year 1915 have been a boon to the cartoonist on a daily newspaper," said Herbert H. Perry of the Sioux City Journal, in an interesting chalk talk on the art of cartooning at the University of South Dakota at Vermillion on Tuesday, December 14th. Mr. Perry was one of the speakers on a program of talks being given through the year on newspaper topics under the auspices of the new department of journalism at the University.

The cartoonist, he added, like the preacher, finds his barrel convenient during the dull days when nothing is happening but the weather. But during the present year with the crowding events of the great war and the innumerable critical situations that the United States has been through, the cartoonist has had a wealth of material to draw upon.

In a chatty, interesting talk interspersed with local references that kept his audience laughing, the Journal cartoonist told of the problems and methods of his art. A great many young people were persuaded, he said, that they could become cartoonists by taking ten "easy" lessons as given by some school of caricature. The requisites of a cartoonist were the ability to draw, a keen sense of humor, originality and resourcefulness. With these a person might become a cartoonist and as a cartoonist, he might, like Nast on Harper's Weekly, wield great influence in public affairs.

NOTABLE TALKS ON COLOR PHOTOGRAPHY

The annual meeting of the American Institute of Graphic Arts was held the evening of December 14th at the National Arts Club, New York, President Oswald presided. Five members of the board of directors were elected, as follows: Arthur W. Dow, Arthur S. Allen, F. A. Ringler, Edward B. Edwards, Ray Greenleaf.

Treasurer Willing introduced the noted art photographer, Dr. Arnold Genthe, who exhibited results of his experiments with color photography. Dr. Genthe in an interesting manner told of the satisfactory and unsatisfactory features of the processes now available.

The exhibits of the Autochrome process were wonderful records of apparently all the colors of nature. As the lecturer explained, this process was the invention of the brothers Lumiere, of Lyons, France. The sensitized photographic plate is covered completely with infinitesimally small colored grains of starch through which the picture is taken, each transparent colored starch grain acting as a color filter for the individual ray of light, from the object, which passes through it. By the photographic development process the sensitive plate, after exposure, is changed from a negative into a positive, showing when viewed by transmitted light all the colors of the scene photographed.

Dr. Nathan T. Beers then showed what had been accomplished with color photography in the surgical field. The process used by him was Kodachrome, a two-exposure method to be marketed by the Eastman company.

Those who saw the exhibits of Dr. Beers saw Kodachromes at their best, for the doctor is the acknowledged master of this process. By the Kodachrome process two dry-plate negatives are made from the same object immediately after each other. One negative is made through a green filter and the other through a red filter. These negatives are transposed into positives, after which one is stained green and the other red and superimposed on each other so that when viewed by transmitted light they appear to record all the colors of nature, though naturally the blues and violets are wanting.

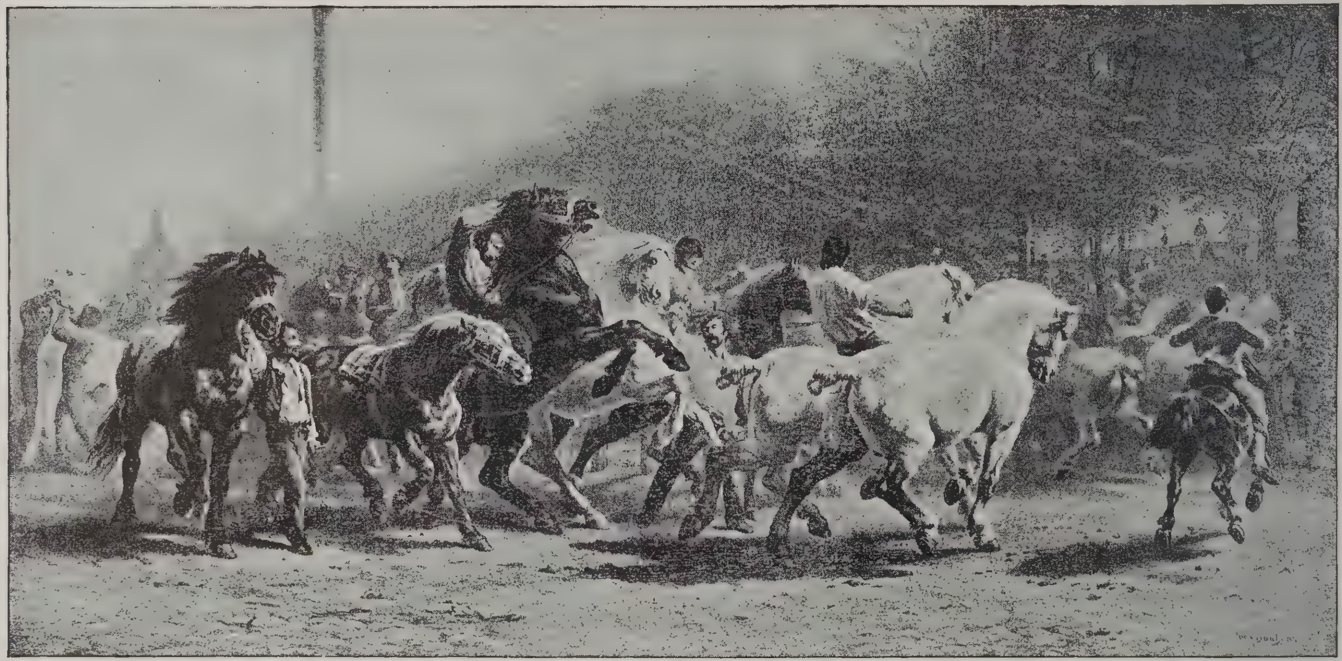
The next affair of the institute will be an address on "Illustrations" January 12, to be followed later by exhibitions of etchings, periodical covers and printing.

* * *

"The Come Home in February Movement" is being pushed in New Orleans. The "Home Coming Week" started in New England, and has found favor in all parts of the country, even in many of the most Western States. This is becoming an old-settled country and there are very few cities now but that have wanderers from the old homes. It is good to have the old friends and neighbors return, and it is good for the wanderers to come back. It helps to keep alive the purest sentiments of home love, of community feeling, all over the land, and aids in broader knowledge, and is a spur to build, improve and "slick up" at the old home. The home press grows in goodwill, in popularity and interest and is broadened in influence by the "Home-Coming Week."

Newspaper Notes and Comments

THE Elgin, Illinois, Daily News, made a great success with its Annual Doll Show. It is made a society event and has a human interest that appeals to all the people. Many of the dolls are donated by bachelors, though mothers, fathers and elder sisters also contribute. They are dressed by the members of sewing classes of the High School. The plan is such that every little Elgin girl has a nicely dressed doll for Christmas. No limit is placed on the girls who dress the dolls and they worked for several weeks this year on the dainty costumes. Of course, there were many rich and dainty creations. On December 17th there was a parade and the dolls were given an auto ride from the high school to the exhibition hall, where they were arranged by a gentleman costumer from the land of toys, who is well up in the fashions, becoming wardrobe, and society affairs, aided by the lady head of the domestic science department and one of the teachers of sewing in the high school.



" THE HORSE FAIR "

On the afternoon of the eighteenth the affair opened with a masquerade, on a large platform, in which the dolls took a very important part. Throughout the performance music was furnished by a large Victrola loaned for the purpose. One hundred bachelors, whose names were duly printed, with full credit, in the Daily News, furnished a doll each this year, and one of the happy features of the opening of the masquerade, was the helping, by members of the sewing class, every bachelor to find the doll, now transformed and made life-like, made elegant by the rich dresses and stunning hats, that he had contributed.

The good points in this plan are the enlisting a large numbers of both sexes and of all ages in team work for the providing gifts and a happier Christmas for the little girls, the future wives and mothers, the bringing all together socially with a common object of interest and sympathy and affording a most happy occasion.

Besides, new pleasure, new incentive and new inspiration are afforded to the girls in sewing classes and an ambition aroused to reach the highest, most tasteful, charming and best results in their work. The incentive is increased and the powers of invention, initiative and creative work awakened and strengthened. The plan tends to a community of feeling and effort, and what means a good deal to the publishers, it makes everybody, especially the women, the girls and the children, personally interested in the paper.

That the results have been very satisfactory is demonstrated by the fact that the publishers have enlarged the size of the publication from a seven to an eight-column paper in size. The News has won the reputation of being the most influential home daily of Northern Illinois and has become noted for enterprise and complete local and general news, wholesomeness, its fairness, honesty, accuracy and reliability.

The Kenesaw, Nebraska, Sunbeam, by W. W. Maltman, proved itself worthy the name in its holiday issue. Why is not "Sunbeam" the best kind of a name for a newspaper? The sunbeam goes everywhere, to everybody, to give life, warmth, light and growth. It drives away darkness, destroys hurtful germs and brings health and joy. Like the gentle rain, which the All Father "sendeth on the just and on the unjust," or His sun which "He maketh to rise on the evil and on the good," the sunbeam is for all alike, and so likewise is the newspaper.

Mr. Maltman, in common with many other newspaper-makers this year, chose a wonderfully bright cover printed in colors, showing all that Christmas means of joyful giving for the delight of the little children and happiness to the grown-ups. There was the Christmas-tree decorated with the cross and toys and all the the bright ornaments and festoons; the holly-wreath with red berries; the filled stockings, the doll for the little girl and the rail track and train and the toy stereopticon for the little boy, and last, but not least, the baby of the family in his cart, gazing into the joyous leaping flames in the great fireplace. How any Kaiser, King, Czar or Premier could look upon such a scene in real life and then send out soldiers, the fathers and sons of happy families, to kill and be killed, in the name of the Prince of Peace, is the mystery of a real Hell that seems to find place in the hearts of those to whom has been given power on this Earth.

Such a thought, nor aught else of wickedness or sadness, finds place in this Sunbeam among newspapers. Hope, good-will, kindness, friendship and joy are on every page, even in the advertisements, and the publisher rightly gives great credit to the advertisers "who have generously patronized his columns," and shows that he means it by urging a careful reading of the advertising columns, filled with much of timely interest, with the assurance that every promise made will be lived up to by the advertisers.

It is a happy condition that has been reached when a publisher can stand in perfect confidence back of his advertisers, and guarantee the honesty and truhfulness, of all the advertisements in his publication.

The publisher further adds, with justice, and evidently with a heart overflowing with desires for the greatest good to all:

> The production of this issue of The Sunbeam displays in the best possible manner the really splendid printing plant we have. The entire edition was produced wholly in The Sunbeam shop and it was done without the necessity of "pulling a letter." This to the initiated will demonstrate what wealth of printing material we have and how well equipped we are to turn out printing that is printing, be it large or small.
>
> To our readers and our patrons we wish at this time to extend the season's greetings. May the year that is just closing and the year that is to come bring each of you that full measure of peace and prosperity which industry and right living deserves.

"Industry and right living" are the fundamentals of all true, worthy usefulness and greatness.

Kenesaw is not a large city, but with such teaching, out of it may come men and women to influence for good the whole State and Nation. Here is the possibility that every worthy editor may well cherish, with a feeling that his work in its influence on the oncoming men and women may be greater than that of any King in his exercise of power. To instruct, sway the minds, touch and inspire the hearts, and influence lives of men to noble deeds, is the greatest work and glory of this world.

* * *

The Carrollton, Illinois, Patriot, is now in its fifty-second year, and during its many years under the direction of its present editor, Charles Bradshaw, the rounding out of each year has brought an issue of the paper that has awakened all kindly feelings, and a deep, pure interest in the little ones, of whom Jesus said "of such is the Kingdom of Heaven," and brought the reviving and renewal of friendships and happy memories.

The special issue was published December 9th this year, in four sections. The pure white paper and excellent impression, made every page a joy to the eyes. "The Twenty-first Annual Postal Reunion" is made especially attractive.

In the center of the first page is an excellent drawing with a page of The Patriot's Reunion number as a background of a great mail pouch, tagged Chicago & Alton, Tr. 25. On the upper part is shown the door of the newspaper office, on which appears the words, "Editor, Patriot," while the carrier is approaching with a large package of letters. At the left is given a glimpse of the Patriot building, with a U. S. Postal delivery wagon in front. Through the lower part of the bag, letters show from "All the States," addressed to the Patriot. It is certainly a very unique, clever and effective design and proves painstaking care.

The letters of this Big Mail Pouch, for the "Wanderers' Reunion," fill one section and run over into a second. This "Postal Reunion" is treated like a banquet at which the editor acts

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Battle Creek Evening News

WE have reviewed, at some length, the Evening Post of New York City, with its seven sections and 102 pages in a city of nearly four million population, but here comes the New Year's Evening News of Battle Creek, Michigan, with an equal number of pages, in an interior Western city with only a population of 26,000. The editor and manager is justly gratified with the showing made, especially during the rush of the holiday season and we fully agree with the views of himself and friends contained in the following letter, and with request made therein we are glad to comply for the benefit of our readers:

The Morning Enquirer—The Evening News

Battle Creek, Mich., January 4, 1916.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—Under separate cover I am seding you a copy of the Saturday, January 1st, edition of the Evening News. I wish you might find time, personally, to glance through it.

We think it contains a good deal of good matter and that an edition of 102 pages in a town of Battle Creek's size is a pretty fair achievement. Many of our newspaper friends insist that the edition sets a new record for newspaper size in a city of anything like Battle Creek's class. At any rate, to get out a paper like that through the holiday rush season, with two regular papers a day to run from the one plant represents some effort, and we're rather proud of it—particularly since we did it all ourselves—no imported talent, no "special edition editor."

With good wishes for your New Year, we are,

Yours,

THE EVENING NEWS,
THE ENQUIRER PUB. CO.,
A. L. Miller, Editor and Manager.

In the typographical excellence and in quantity of advertising the News surpasses its New York City contemporary and the contents are equal in merit and adaptability to the city of publication..

The Evening News is only in its fourth volume and its growth is accounted for by the principles that have been adopted and are briefly stated as follows:

A Newspaper's Intentions

When the Battle Creek Evening News was founded, some four and a half years ago, it announced the intention of reflecting and of serving, so far as was in its power to do so, the best spirit of this best of communities.

This intention guided the preparation of the first New Year's civic and industrial edition of the Evening News, and has been the drecting influence behind this fifth annual New Year's edition.

The size which the paper attains at this or any other time is only incidental to its purpose—which is, to reflect in a proper way some of the things about Battle Creek which win it the pride of its citizens; to inspire community confidence and to stimulate community zeal and ambition.

There has been some recourse to memory, and to history, and to tradition, in shaping the character of this edition—for Battle Creek is essentially a city of fond and happy memories as well as of ambitious dreams, and whoever tells the story of its present, or of the prophecy of its future, must tell also of its past, and of the ideals planted here, and the friendships made here.

Its New Year's edition the Evening News regards as one of the regular incidents in the working out of its daily purpose to be the kind of a newspaper the Battle Creek kind of town should have.

Herein are stated the fundamentals that make for the worthy success of any modern newspaper, and more especially of an annual edition thereof, that will be read and treasured, and the influence of which will aid mightily toward the upbuilding and the benefiting, in every way, the community or city served. The first business of a newspaper is to give the current news, but the history of the past and the prospects for the future, are not to be ignored but to be given proper place and consideration. We live by the experiences, the lights, knowledge and inspirations of the past and for the future, working forward to new, greater and higher accomplishments.

The cover page of this issue is original. The Maid of Battle Creek, ideal in strength, intellectuality, well-rounded development, sweetness and beauty, rests her right hand upon and supports a shield on which are emblazoned the words, "Better Yourself in Battle Creek." "Products for the world, Prosperity for the home." Her left hand extends, in a waving position, to beautiful homes and lawns, while back of her are shown the great factories.

The early pioneers are given first place, following the title page, and "a retrospective review of the community character tells of the men of long ago who builded better than they knew."

The railroads, that have been strong factors in the development of the community, are given second place, and the stories of their early building and operation, especially, as to the Michigan Central, that entered the city in 1845, are filled with thrilling incidents, telling of enmity to the road, destruction of its property by mobs and of noted court trials and convictions.

Third comes "Journalism's Rise and Fall in

Battle Creek," since the First Newspaper was issued in the city in 1845." The first paper reflects the ideals and conditions of the early day of Western journalism in its very name: "Western Citizen and Battle Creek Champion," established in June, 1845. In August, 1846, it changed politics and gave place to the Michigan Tribune. Manly early day papers were short-lived and there were many changes, but the history of the press is full of interest and instruction, and Battle Creek now takes first rank, among cities of its size, in the important business of newspaper making, as well as in other lines of printing and publishing.

An interesting article follows, which is headed "Constructive Co-operation has been the Keynote of the Year's Activities of the County Bar Association."

The right kind of co-operative activity in many bar associations throughout this nation, for the inculcation of higher ideals and the establishing and rigidly enforcing worthy codes of ethics, simplifying practice and weeding out dishonest and unworthy practitioners would result in a world of good.

Following this article is a short poem by Warwick Paine Price in Leslie's that is certainly appropriate to a home newspaper and to a New Year's number; especially so far these lines:

> Choose other goals than place or pelf,
> Hold out a bravely helping hand,
> Ring in more kindness in the land,
> Insist on giving folks a chance,
> Shake off the bonds of circumstance,
> Take each hour as it comes and so
> Make all things merry as you go.
> A season such as this should be
> Sure preface to felicity.

This much has been given as to the contents, in order to show or at least indicate the manner of treatment of what comes properly within the province of such an issue of a home paper. Every industry, interest and institution of the city is taken up in order and given proper place, with historic and descriptive fullness. In our review, only the fifth page of the first section has been reached, that page tells of a great year, 1882, in the city's history, noted for bringing "the telephone exchange, street cars, waterworks and other modern improvements, in spite of serious opposition."

It can be easily understood, from this glance at four pages, how complete, in its portrayal of the city and all connected therewith, is the showing made in the one hundred and two pages. There is home interest and fascination in all the accounts, too, for they concern men's real struggles and accomplishments, and tell of the golden fruits of worthy aspirations and of a community-betterment.

The story of "The Evening News and Morning Enquirer, now published from same Model Plant," is not forgotten.

One year ago the two papers were moved into the new fireproof home, that has been pronounced by experts as one of the best arranged, most complete, convenient, sanitary and comfortable newspaper buildings in the United States. The completeness, arrangement, location, convenience, healthfulness and comfortableness as to light, heating and surroundings of newspaper or printing office, contribute very largely toward efficiency, economy and success.

It is stated that Mr. W. A. Thomson, of New York, an officer of the American Newspaper Publishers' Association, and for twenty years an active factor in American newspaper affairs, among those who have inspected the building, pronounced it a model, and Mr. A. W. Allen, of Chicago, the head of one of the largest publishers' agencies in Chicago, and special agent for many of the leading publishers of the middle west, and himself for many years actively engaged in newspaper work, declared after looking over the building that he intended to refer to Battle Creek all of the many inquirers who asked to be directed to a place where good ideas in newspaper building construction could be had. Similar judgment has been expressed by numerous other men of large experience in newspaper and printing affairs."

The building is 40 x 67 feet, two stories and basement, and is built throughout of concrete and brick. To those intending to remodel present or to build new offices, the following, describing in part the interior arrangement, will prove of real value and of no small utility to those offices that now lack proper interior arrangement, light and other conveniences.

"The woodwork throughout the building is in oak, and the office partitions are all of double thicknesses of Florentine glass. Opening of the lobby in the rear is a large room for the advertising department where the counter for the classified advertising, and the offices of the advertising manager and his staff are located. Large store-rooms open off both the business and advertising departments, and these house the many files and supply cases.

"The ceilings throughout the lower story are fourteen feet in height.

Hot and cold water service is connected with all lavatories, while refrigerated water foun-

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as toastmaster and the guests are supposedly seated around a table large enough to seat all the "Wanderers from Greene County." The responses are stirring, informing, inspiring, filled with friendliness, thoughts and incidents of the old home and old friends, and instructive facts as to the new homes, cities and states.

We do not see why every editor in the United States does not adopt this plan and keep all the old residents in the family, in touch and friendly relations with new-comers and those who have remained at the old homesteads.

The editor-toastmaster opens the banquet, this year, with the well-timed remarks in which he says:

> At this twenty-first convocation of the Loyal Order of Green County Wanderers we have a full and choice program to spread before you. Seated 'round the board you will notice some well-remembered faces, and others whose features may have become dim in our memory, but whose presence at this feast renews the bond of fellowship that binds all who have called Green County "Home."
>
> There's Leigh Mitchell Hodges, the Optimist of the Philadelphia North American, and a writer of considerable note, who will say:
>
> "Whenever we gaze on those boyhood days
> The fields are still all Green."
>
> And Clement L. Clapp, former editor of The Patriot, who still lies awake o' nights thinking about future possibilities for Carrollton and Greene County, and rejoices whenever there are symptoms of an awakening.
>
> And Mrs. Pauline Russell Lair, whose consuming ambition is to strike oil on their Oklahoma farm, so that she can come back and visit the old home in her own touring car.
>
> And there are many others whose apt sayings will touch a resposive chord.
>
> Now, let me propose a toast to the Mail Bag, official emblem hereafter of the Postal Reunion. May it come every year filled with happy greetings from prosperous wanderers in every quarter of a peace-loving world.

Then there are responses from Seattle, Washington, Rocky Ford, Colorado; Atlanta, Ga.; Los Angeles, Calif., and hundreds of other places, that, while not given in "flowing lines," are filled with information and poetic sentiment and fervor. The readers of the Patriot cannot help being made wiser, better and stronger by all that comes to their minds and hearts at the annual feast. Greene County has evidently been greatly blessed in the character of her people.

We must not forget the department devoted to the babies, the portraits of many scores of whom are shown this year in a border surrounding a dissertation on "Childhood and Christmas." It is a cheery talk about children, whom the Great Teacher loved. "He set a little Child in their midst and taught them." It is when men forget to be taught by the love, purity and confiding trustfulness of little children that they find discontent and rush into sin, strife and brutal conflicts and wars.

Then there is a story about the Municipal Christmas tree and an account of a "Golden Wedding." We are not surprised that golden weddings are celebrated in a community that is served by a home paper with the joyous spirit and the sane, golden teachings of The Carrollton Patriot. The right kind of a newspaper may contribute its share toward longevity as well as to prosperity.

* * *

The Mattoon, Illinois, Daily Herald, M. P. House, Editor, favors this office with copies of its issues of January 3rd, 4th, and 5th. These are not special editions, but they speak well for the new paper's character and enterprise. There is a liberal amount of general and local news, and the miscellaneous matter is to be highly commended.

It is a new publication, with its first number of Vol. 1 issued on January 3rd, in which announcement is made of the paper's objects, and the policy of the publication in harmony with present ideals.

There is a modest, wise and commendable platform for any present-day newspaper and deserves reading, study and consideration. This is a day of independence, fairness and community service in newspaper-making.

* * *

The Gilman, Illinois, Star, had the bright Christmas cover page to which we have referred in speaking of another newspaper, with an abundance of Christmas matter, for its issue of December 9th; also a liberal amount of holiday advertising.

In an article under the caption: "Gilman Merchants Again Extend Yuletide Greetings, is found a commendable and diplomatic talk, which naturally suggests that it is well to put advertisers to the front and give them all possible consideration and credit.

Let the local merchants understand that they must make good and then stand by them. Honest advertising is the great reforming influence in business today. There is much here for newspaper-makers, who ever should be "wise as serpents but harmless as doves," to treasure and remember for use on like occasions.

* * *

The Maury Democrat of Columbia, Tennessee, printed its Christmas number in four sections, forty pages, on December 16th. It is notable for its choice Christmas illustrations, verses, stories and selection scattered through the entire paper that seem to make it more effective, more a part of home affairs. It contains a great amount of well-displayed local advertising.

This is the age of illustrating and a half-page advertisement of a jewelry store is given added force and attractiveness by a large interior view in half-tone from photograph. One double-page advertisement, that of a Realty Company, is greatly strengthened by a border and illustrations that show the products of the lands offered for sale. One half-page advertisement especially attracted our attention. It was headed, "Let us Have Peace, but Peace with Honor." It was an advertisement of the Columbia Military Academy. The substance and arguments of which are good for all of the people of the United States at the present time.

There is a tinge of sadness about this issue, for to its production Mr. E. C. Perry, whose death was noticed in our December number, gave his last care and work, and the issue contains many generous testimonials, from the newspapers of the State, to his worthiness and to the high esteem in which he was held.

* * *

The Wheaton, Minnesota, Gazette-Reporter, has for its cover page the wonderful lively and strong design by Raymond Perry, showing a group of sharp-roofed cottages, on one of which Santa Claus' reindeer have been caught. The sleigh has been upset and all the wonderful cargo of toys, horns, drums, rattles, balls and all the rest, are falling to the street, while a frightened Santa Claus is clinging to a peak of the roof and apparently striving to explain. The ladder truck of the fire department is out with fire boys, in full regalia rushing to the rescue; out of the open windows men and women are leaning with consternation on their faces, and the boys and girls are running to catch the falling presents.

The pages of the paper are filled with a great wealth of Christmas matter in song, story and illustration and plenty of holiday advertising and accounts of all the attractions and advantages of Minnesota in general and of Wheaton and Traverse Counties in particular, with illustrations of high school and community buildings, homes, farms and their abundant products.

To many of these topics, full pages are given. We were especially interested, in the article about the Wheaton County Public Schools, with the description of the new community building, that shows how a small town in Minnesota has solved a matter with which many a large and wealthy, eastern city, if not entirely neglecting, is still struggling:

> This building has been erected by the local district for the purpose of carrying on industrial work in a satisfactory manner and under better sanitary conditions. The amount of work will necessarily be enlarged because of the new quarters which permits such increase in the amount of work accomplished. The new building will offer an opportunity for the training of the students—the younger ones as well as the older ones—in a great many lines that it has been impossible to offer any trining in before, on account of crowded room and conditions. The instruction that can be given in this new building, should bring about wonderful results in visualizing the education of today. It is hoped that this idea might be carried out in the near future.
>
> The community building, as we have it today, is one that is not only built for pupils attending school, but it is built for the community at large, where the young and the old might come and enjoy themselves together at various times. The gymnasium is open to the public on certain specified hours. The women's rest room is open at all times, for any and all women, whether belonging to the country or town. This should be a very popular resort and rest room where any one might go and enjoy the comforts of this room set aside expressly for that purpose.

B. A. Joubert is publisher and J. W. Miles is associate editor and manager of this model Minnesota home newspaper.

* * *

The Wabasha Herald carries us back to our old Minnesota home, for it is in the adjoining county to the one in which we lived for thirty four years. The first cover page of the Herald's Christmas number is an illustrated "Song of Christmas Cheer," printed in green with an appropriate border. It is charmingly neat and tasty. The song is by Robertus Love and the decorations by Magnus C. Kettner. It is written for the present and the following indicates the thought and glad spirit pervading the verses:

Though men may fight and the woeful blight of war blast half the earth,
They cannot strangle nor maim nor mangle the tale of the Savior's birth;
And deep in the heart the song will start; and float over land and sea:
So we'll sing with a will and a rising trill our song of Yuletide glee!

S. M. Quigley is editor and publisher and W. J. Darnuf, associate editor and business manager of the Herald. The issue of December 16th, while giving attention to the Christ-

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tains, carrying refrigerated water are located at convenient spots throughout the building, with a special view to serving the needs of the working forces.

"A doorway leads from the lobby of the advertising department into the stereotyping department, and thence to the rear stairs which lead direct into the composing-room.

"From the lobby a stairway leads to the basement, making a direct connection between the business office and the mailing and carriers' rooms, where all the distribution of the newspaper's circulation is directed.

Streams of Daylight

An ingenious system directs daylight into the business offices. The second story is set in 18 inches from the line of the lower story, and along the entire south side—which borders the open areaway between the newspaper building and the Marjorie block—prism glass is set at an incline, at the top of the lower story. The result is a flood of daylight throughout the business rooms.

The main stairway leads to a vestibule on the second floor, from which doors lead to the general editorial rooms, the composing room, and to the private office of the managing editor. Large, saw-tooth skylights throw daylight into the second story, while the arrangement shuts off any direct glare of the sun.

"The general editorial room, where the news editors and their staffs of reporters for the two newspapers are located, is a large, light room, fronting on McCamly, and opening out on a balcony over the street. A brick fireplace and oak mantel are set in the north wall of the room. A handy and compact little office opening from this room and also connected with the balcony houses the two telegraph operators who, day and night, take off the story of the world's events for the two newspapers. Complete seclusion, with plenty of light and ventilation and an open view to the street is thus afforded the "key" men, whose usual lot around newspaper offices is a dark, littered inside room. The managing editor's office occupies the north corner of the second floor, fronting on McCamly. From the rear of the general editorial room a filing and consultation room, so fitted that telephone connections can instantly be made and the complicated work of collecting and classifying such news reports as those of election nights can be done in seclusion. In this room also is kept the filing system of illustrations and biographies, known as the newspaper "morgue," so arranged that any illustration can be found and had ready for use on a moment's notice.

An Airy Room

"Double doors connect the editorial room with the composing-room, lighted by many skylights and windows. The battery of Linotypes and all the facilities for setting and "making-up" the type of newspaper pages, including a very complete department for the advertising division, are housed in this room. Everything is arranged to provide for the maximum of result with the smallest possible loss of motion. To this end much new equipment, representing the best thought of efficiency experts, has been installed. Steel composition cabinets, ingeniously lighted, where workmen complete all the process of advertising composition without moving from the single location, take the place of the old and cumbersome wooden frames. Filing cabinets contain within small compass and on an accurate arrangement of classification, every advertiser's illustrations. Steel lockers provide individual wardrobe facilities for each employee.

"Going to Press."

"As each newspaper page is made up it moves on a straight line of progress to a power elevator, by which it descends to the stereotyping room where, traveling in a half-circle, it is quickly put through the casting process, so that, at the door connecting the stereotyping room with the press room, a finished circular plate, from which the newspaper page is printed, is ready for the press. Opening from the stereotyping room are dressing rooms and a shower bath, for the employes who work at the hot work of casting the plates and operating the press. The press room, which houses the Duplex "tubular-plate" press, fronts on McCamly Street, and the operations of the big machine are in plain view from the street. The press delivers its papers, mechanically counted in bunches of fifty, to a chute which leads through the floor, whence the papers are caught up by a traveling belt and mechanically conveyed to the mailing room in the basement, where they are wrapped for the mails, or delivered over the counter to the waiting carriers and newsboys, who are allotted a good-sized basement rooom, from which they travel by a stairway and vestibule directly to McCamly Street without coming in contact with the other departments of the business."

Resuming the consideration of this model issue: Two pages, over which are run the pleasing and inspiring headlines, "Out of a Golden Past, into a Great Future," tell of the first mayor, "who stood for the city's betterment and usually had his way," though he passed through many stormy occasions, in his unyielding stand for law and order and was twice selected, despite strenuous opposition and the fact that prohibition was one of the laws he embraced, for "he was fair and honest, and did things seriously and earnestly," took a deep interest in public improvements and laid a groundwork followed for fifty years, in the development of education, the building of schools as well as in other lines of the city's betterment. He was evidently the kind of man, to whom the home press ought to give loyal support and whose examples local editors should follow as well as extol.

lives in the city receive proper notice. "Where are the Friends of Yesterday, the Former Residents of the City?" furnishes a heading for two pages, continued in three-quarter columns on a dozen following pages, that tell of those who have moved away, when they left and where they are living. They are found scattered from coast to coast and the Lakes to the Gulf.

"What Battle Creek may be in Twenty Years" is discussed by two ladies who have watched the city's development, through the period of its growth and naturally the running page reading, "Out of the Golden Past into a Great Future" is second.

The Chamber of Commerce, that has for the interest of the city and everyone of its many industries secures proper notice, consideration and commendation and so the enthralling stories of men's undertakings and accomplishments, and the advantages and surrounding attractions, of all institutions and industries continue until the one hundred and two pages are completed, not neglecting the city's splendid park system and an "Automobile Section."

"In Memory of a Banquet Held Long Ago"
The Second Annual Banquet of the Ben Franklin Clubs of America

Then there is the account of the oldest club of the city, the founder of which acted upon the recollection of a kindness shown him by a similar club in Mobile, Alabama.

"Beautiful Flowers and Beautiful Gardens and Excellent Flower Shows," are given space as among the city's greatest assets.

There is a story of a "Visit Among the Shining Wheels and Ox Yokes," relics that abound in the homes and in memorable collections, the utensils of grandfathers and grandmothers that recall days of early civilization and the establishing of homes in the wilderness.

Forty-one fraternal societies that lead active

There is not a dull or uninteresting paragraph in the paper. It is all instructive and inspiring, and would prove a great help to any publisher planning a special edition.

(Continued from Page 887)

mas time, was in matter largely a regular issue and is worthy of commendation for a strong editorial page and tersely told local happenings.

* * *

The Lee's Summit, Missouri, Journal had a tasty first cover page for its December issue, representing the hanging up of a generous stocking by a little tot. The first inside page is given up to an illustrated Christmas story printed in red and green, as are two inside advertising pages and the last page. Bright colors certainly help to give life and brightness to a holiday edition and have a pleasing appropriateness. The Journal also prints in green the Song of Christmas Cheer by Roberus Love "Little Folks' Letters to Santa Claus" is a pleasing feature.

The Lee Summit, Missouri, Journal had a

> "The Pride of the Prairie—A High and Sightly Location—Modern and Progressive—A Town of Beautiful Homes, Splendid Schools and Good Society—Fine Trading Point."

There are liberal amounts of home and neighborhood news, and intelligent and liberal treatment of all home matters and interests. These are the great essentials for a home newspaper.

* * *

The Amsterdam, New York, Evening Recorder, of December 15th, was not a Christmas number, but it contained an illustrated account of a banquet given to the retiring President of the Board of Trustees of a "Home for Elderly Women," that in the addresses revealed very much of the true Christmas spirit.

In the care of children and the aged, in providing homes for the homeless and institutions for the blind and helpless, Christians have best exemplified the teachings of Christ.

In referring to the work of deceased members, one of the speakers gave, in the following words, the very keynote of highest enlightenment:

> There is a lesson that comes to us in our contemplation of the work of these men which should be heeded. It teaches us the necessity of using our opportunities as they come, of being ready to do, to serve and to use our powers for doing good.

Referring to a member, Mr. C. R. W. Platt, who had died within the year, he added:

> It is with a great deal of respect for his memory that we recall the noble characteristics of Mr. Platt's life—the kind husband, the good father, the energetic business man, the broad-minded public-spirited citizen, ready to do his part at any time and to give of the best that was in him.

Referring to the banquet editorially, Editor Klines says of the home:

> The Home is nearly self-sustaining, and the trustees are hopeful that it will become entirely so in the near future. It is one of the most useful institutions in Amsterdam and its flourishing condition, as the result of skillful management, is gratifying to the public generally.

* * *

We were gladdened to receive a copy of the Dansville, New York, Advertiser, of December 9th, with a marked article from the Rochester, New York, Democrat-Chronicle, showing that Past-President A. O. Bunnell was again in charge of his paper, which he established fifty-five years ago, accompanied by kindly words of commendation of the veteran editor and giving the principal incidents of his long and useful life.

Among other things, the Rochester Democrat-Chronicle contained the following quotation:

> No newspaper man in the state of New York, and probably none in the United States, is more widely known and more generally loved than A. O. Bunnell, the editor of the Dansville, N. Y. Advertiser, was a tribute paid by John A. Sleicher, editor of Leslie's Weekly, in 1902, and it is as true today as then.

But age is inexorable, and turning to the editorial column, we were a little saddened—though Mr. Bunnell has well earned a rest from arduous labor and the cares of a most exacting calling—to read the following editorial announcement:

> Regretfully I announce that this is the last number of the Dansville Advertiser. I gave forty-eight of the best years of my life to the Advertiser and have an abiding interest in it, but, feeling the limitations of age, I am sure I should not resume my work as editor and publisher. As a last word editorially, I here write my sincere thanks to my editorial and other friends throughout the state for their kind expressions, coming to me personally and by mail to the very moment of going to press, including volunteer subscriptions accompanied by money. But I am not tempted. Good-bye. old Advertiser. Personifying the newspaper, let it be kindly remembered as of those who "lived once, but now are sleeping under the sun-warmed flowers."
>
> A. O. BUNNELL.

We certainly hope that Mr. Bunnell may still enjoy many years of happiness while gracefully growing old and that we may meet him at the conventions of the National Editorial Association over which he so lovingly presided at the sessions in the old city of St. Augustine in 1896.

The printing plant has been announced for sale and it is stated that the purchaser can revive the publication of the Advertiser, if he so desires.

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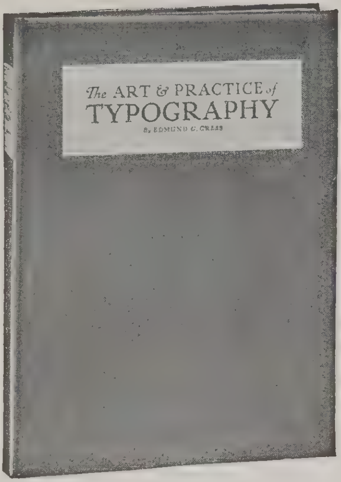

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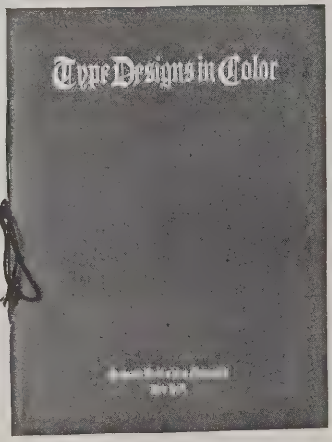

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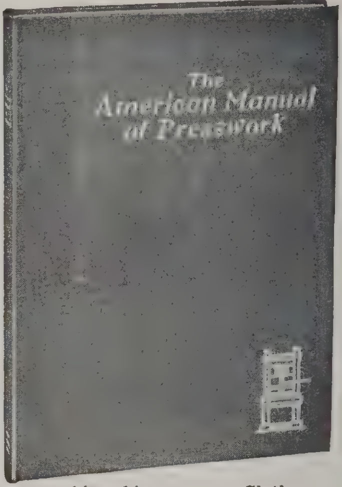

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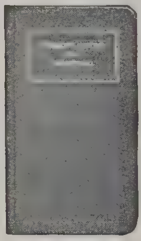

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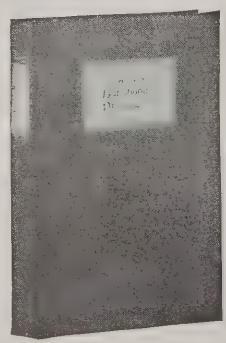

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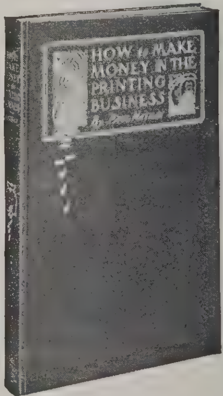

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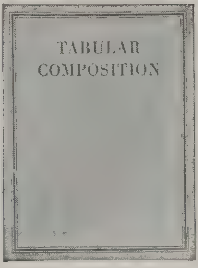

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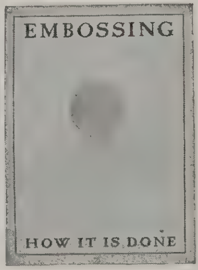

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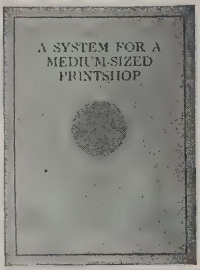

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Newspaper Reporting and Correspondence. A Manual for Reporters, Correspondents, and Students of Newspaper Writing. By Grant M. Hyde, M. A., Instructor in Journalism University of Wisconsin. The purpose of this book is to instruct prospective newspaper reporters in their work of getting news and putting it into proper shape after they have gathered it. Successful reporting requires both ability to write good English and the ability to put it into conventional newspaper form, and it is these subjects that this book emphasizes.

The chapters take up, successively, news gathering, news values, newspaper terms, the form for a newspaper story, the simple news story, the feature news story, faults in news stories, the rewrite story, reports of speeches, interviews, court reporting, society news, obituaries, sporting news, human interest stories and dramatic reporting. At the end there is a style book compiled from the style books of many newspapers.

The author has had long personal experience in newspaper work, and has also had great opportunity, through his position as instructor in journalism at the University of Wisconsin, to note the points upon which young reporters need most careful advice and instruction. The book is extremely practical. 12mo. Cloth, $1.50 net; by mail, $1.60.

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In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown not only the things to do, but the why of it and the standards set are those of the average newspaper office, the one in which 90 per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any other work that has yet appeared on the same subject. The illustrations are an essential part of the text. 8vo. Cloth. 300 pages. Illustrated. $1.75; by mail, $1.85.

The Practice of Journalism. A treatise on Newspaper Making. By Walter Williams, Professor of the History and Principles of Journalism in the School of Journalism of the University of Missouri, and Frank L. Martin, Assistant Professor of the Theory and Practice of Journalism in the School of Journalism of the University of Missouri.

"The Practice of Journalism" discusses the methods employed in making newspapers, particularly as these represent the work of the editor and the reporter. Its title suggests the large field covered. The volume is prepared by practical newspaper men and will be found of value to students of journalism, to those persons in or out of schools who intend to pursue journalism as a vocation and also to persons who are now engaged in newspaper work. While its first purpose is as a text-book in journalism, the volume will be of service also to the general reader who wishes to know more of the profession. The volume is attractively bound in cloth, contains 350 pages and sells, postpaid, at $2.00.

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Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

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NEWSPAPER AND JOB OFFICE in Western Oregon, doing splendid business. $1,150, no terms. Address, Box L. F. T., National Printer-Journalist, Chicago, Ill.

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FOR SALE—Cox-Duplex Eight-page Press, 6 or 7 Column Quarto, in fine condition, at bargain price. Wanner Machinery Co., 703 S. Dearborn St., Chicago, Ill.

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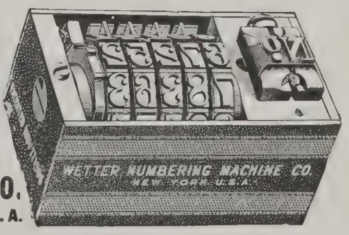

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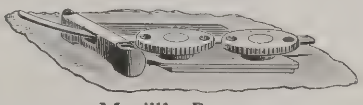

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THE
AMERICAN PRINTER

ISSUED SEMI-MONTHLY

A News, Technical and Business Journal of the Printing, Publishing and Related Businesses

The Oswald Publishing Company, John Clyde Oswald, President, has purchased The Printing Trade News, of New York, and the Master Printer, of Philadelphia and has merged these two publications with THE AMERICAN PRINTER, which will hereafter be issued twice a month.

THE AMERICAN PRINTER will be a news, technical and business journal for executives—the employer, the superintendent, the foreman and workman whose vision extends to executive positions and print-shop ownership. It will review the entire field, including the latest ideas in general advertising, and will give especial attention to good typography. Good printing of all kinds will receive consideration and by means of inserts actual examples will be presented.

Editorially, THE AMERICAN PRINTER will continue its policy of having its text pages interesting and human. "Better" is its shibboleth—better printing, better prices, better business methods, better working conditions, better employers, better workmen, better apprentices!

In brief, THE AMERICAN PRINTER will be better than ever.

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Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

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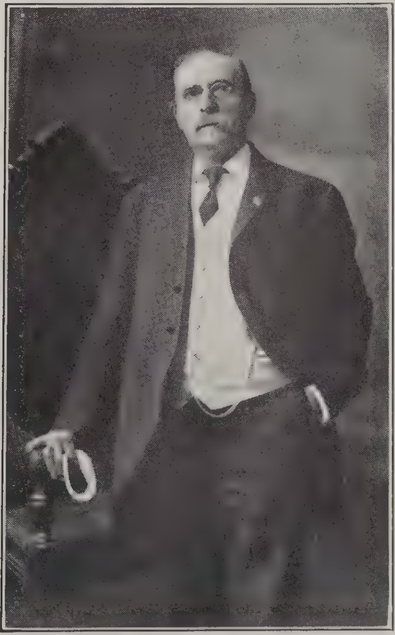
STATION X, - - - CHICAGO, ILL.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
VOLUME THIRTY-FOUR CHICAGO, FEBRUARY, 1916 NUMBER TWO

Fifty Years Editor and Publisher of Same Paper

ON January 6th, 1916, the Athol and Worcester West Chronicle, Mass., entered upon its Fifty-first volume, and R. William Waterman celebrated the rounding out of fifty years as its founder, editor and publisher. We present herewith the portrait of the venerable editor on his seventy-fifth birthday.



R. Wm. Waterman, Publisher, Athol Chronicle, on his Seventy-fifth Birthday

Very properly and creditably, the story of the fifty years is told in No. 1, of Volume 51, of the Chronicle. Mr. Waterman had enjoyed the great advantage of serving a seven-year apprenticeship in the University printing plant at Cambridge, followed by valuable experience as journeyman printer in several large printing offices, in Boston, and as foreman of the Barre, Mass., Gazette, at the then standard wage of $10 a week.

He entered into the publishing and printing business as a master printer, in March 1865, with an individual capital of $300, and $500 loaned by friends, who had encouraged him, not only with the loan of this much of capital, but also with promise of patronage. He invested the whole amount in the following equipment;

An Adams hand press for poster and book work, and a half-medium "upside down" Ruggles job press; about 50 fonts of job type, 150 pounds of long primer and a dozen fonts of poster and a small supply of paper stock. Having no money with which to carry on business, and no reason to expect credit, as not being known to any of the paper dealers, he had to depend entirely upon receipts. He had fully decided never to give a mortgage on the office, and never did. He frequently had to solicit work in neighboring towns, arriving home late in the evening and laboring nearly all night to complete the work which he delivered in person the next day in order to pay for the stock for the next order. He finally secured a number of regular patrons in this way who afterwoods sent their orders by mail, and did a good business. Finally he was advised to establish a newspaper. This however, he did not undertake until he had consulted his friends and secured over a thousand subscribers. The paper was printed on the hand press previously purchased, but there had to be additional type purchased, and help employed. The subscription price of the paper was mostly paid in advance and in consequence he obtained a fair start. The first number of the Chronicle was printed in Barre, Jan. 25, 1866, and the following appeared in the editorial column:

"By referring to the heading of paper you will see that we are Open to All, Influenced by None. We aim to be both neutral and independent; neutral as far as identifying the Chronicle, directly or indirectly, with any politcal party; independent in opening our columns to all parties, and in publishing such articles as may serve as exponents of the views of the different political combinations of the times. * * * A fair, honorable discussion can injure no principle. Truth and justice must conquor in the end, whatever weight of opposition is brought against them."

The first issue met the approval of its subscribers, and the paper from the commencement grew in favor. Editor Baldwin of the Worcester Spy, commenting on the first isssue, said:

"A new weekly newspaper, the Worcester West Chronicle, has been started in Barre. It is well made up, neatly printed on good stock. Under ordinary circumstances, such a paper might succeed, but with paper at eight and ten cents a pound and most kinds of business paralyzed by the war, we should think the editor and publisher was crazy."

The Barre Gazette wished the paper the success it deserved, but predicted that the Chronicle would die in infancy. Editor Parkhurst, who had before resurrected the Clinton Courant, in his notice of the new publication expressed the opinion that if it was conducted on the lines laid down in its prospectus it would be a success. This was the only encouraging notice received from brethren of the press.

The editor of the Courant proved the only true prophet. Mr. Waterman was among the very earliest to declare the principles and enter the field of independent newspapers and persisted therein. Independence in journalism has since come to be almost universal in this country.

November 28, 1866, the paper was moved to Athol, not to abandon the old field but to enlarge by adding a new field. The paper was moved at the solicitation of the people of Athol, who voluntarily contributed the amount necessary to cover all expenses of moving of office and household effects and all other necessary expenses and the loss of time.

Athol wanted an independent family newspaper and Mr. Waterman gave bond to conduct such a paper for three years, not less in size than had been the Chronicle for the previous three months. The paper is still there and flourishing. In the first issue at Athol, the editor announced an elargement of the independent character of the paper as follows:

"We shall still avoid all political partisanship, but we shall claim and shall exercise the right of criticising and censuring men and parties of partisan actions, if in our judgment such censure is merited. We shall strive to be really independent, knowing full well if at any time we may deal somewhat harshly with the pet belief of some of our readers, he will forgive us, when he finds that we deal out even handed justice to all."

In remarking on the results of making the independent paper wanted by Athol, the editor in his review at the close of the half century states:

At the expiration of the three years the bond was discharged and we were at liberty to change the policy of the paper if we were disposed to do so, but it has never been changed, adhering to its motto "Open to All, Influenced by None." We presume that there were several times during the first three years that we were in town that some who contributed to our coming would have doubled the amount to have gotten rid us of us. When we came to town they wanted an independent paper, but the trouble was it proved too independent for some of the politicians and repeatedly upset their plans.

He adds further in speaking of the change of place, "a move we have had no cause to regret," followed by the following summary of progress:

When we commenced business in Athol the paper was printed on a hand press, until we could afford to purchase a second hand power press. In 1870 the paper was enlarged to 32 columns, and printed on a sheet 27x43, and in January, 1875, it was again enlarged, this time to 48 columns, and printed on a sheet 30x44, in quarto form. In 1881, a new cylinder press was purchased, and the paper enlarged to its present size, 31½x45½, eight pages. In 1890, the press not allowing a further increase in size of forms, two additional pages were printed making a 10-page paper, which was continued until September 28, 1895, when we issued the Chronicle semi-weekly, eight pages on Thursdays and and four pages on Saturdays. This was continued until November 1, 1897, when free delivery went into effect at the Athol postoffice, and the rate of postage on semi-weekly papers was changed from one cent a pound to one cent a copy. Frequently, since discontinuing the semi-weekly we have been obliged to print two and four page supplements in order to accommodate our local advertisers with the extra space they required.

In addition to attending to the duties of the Athol paper the publisher commenced the publication of the

Templeton Recorder, an eight-page local paper, 31½x45½, in January, 1882, with publication office in Baldwinville. The paper is now in its 33d volume. Two other papers have been semi-published in Baldwinville, but they have been of shorter life. * * * * When our only survivng son retired from the printing business, we continued the publication of our two papers, attending to every detail of office duties until 1905, when our grandson, R. Burton Waterman, graduated from high school and became local editor and bookkeeper. The young man, during his school vacation and leisure hours while attending school, made himself familiar with every detail of the newspaper business, including the mechanical departments, and has proved a very valuable assistant, and our business has continued to prosper,—the past year being the most successful of any—which is very gratifying in closing our life work of half a century in newspaper business. We have enjoyed these years of progress and triumph, yet not without seasons of discouragement, but an overwhelming Providence has brought us such blessings as give cause for gratitude and joy, and we hope to be pardoned for self-gratification as we look upon the Athol and Worcester West Chronicle as an endearing monument of our 50 years' labor in newspaper work.

The members of the Suburban Press Association of New England, of which he was the founder, and for thirty-four years corresponding Secretary, combined with the Massachusetts Press Association of which he is the only surviving organizer, remembered the golden anniversary of Editor Waterman, as newspaper-maker with a fitting memento in the shape of a masonic charm, with other tokens, of which in a letter accompanying the remembrance. Editor Alexander Starbuck writes as follows, under date of December 27, 1915:

At the meeting in November, after you were gone, it was suggested that it would be a most fitting thing for the Veterans of the Association each to chip in a small sum and purchase some memento to present to you, not for its intrinsic value, but as a slight token of the esteem and love your old associates, those who, with you, "have borne the burden and heat of the day," have for you and their appreciation of how much you have been to the Association which you founded, and how much it meant to you to unite with your fellow members in consummating the union with the Massachusetts Association, which had become necessary to the accomplishment of the best results for our craft. We set to work to get some gift which would be a constant reminder to you of our affection. You will see by the list of contributors that we limited ourselves to the veterans; if we had allowed the whole Association to come in, I am not sure but we could have bought a house and lot with the proceeds, but it would not have meant so much to you as it would to know that those who have summered and wintered with you from the earliest days of the Assocnation, those who have enjoyed so long your companionship and hospitality, have with such a spontaniety of brotherly love, taken this way to testify of that comradship to and for you.

We first thought of a meerschaum pipe, but our responses came so heartily and numerously that we were able to go beyond our orignal purpose, and now we ask your acceptance of the several articles accompanying this as an evidence of the strength of our fraternal feeling. The charm, as you know, typifies friendship, morality and brotherly love, and the diamond at the joint of the compasses may well stand for the imperishable esteem we all have for you. Knowing your weakness we have added to the gift of the charm that of the meerschaum pipe. You cannot help remembering your old associates as you see the smoke curling up and the bowl gradually taking on its rich coloring. That you may have a fair start we add to the other articles a jar of smoking tobacco, and that you may suitably receive your most intimate friends who may call to see what your comrades have sent you, we send also a box of choice cigars.

Accept these slight tokens of our appreciation in the loyal, fraternal spirit in which they are given. May they long continue to be, in a measure, a solace to you for the sacrfice you have made and an assurance from us that your health and happiness are always dear to your brethren.

* * *

OLDEST NEWSPAPER MAN DIES

One of the Founders of the Scientific American

With the words, "Thought this would interest your thousands of readers, Brother Macdonald was a 'grand old man,' beloved by all," W. H. Taylor of Hartford, Conn., kindly favors this office with an account, from the Putnam Patriot, of the life and death of the editor of that paper, who was probably the oldest printer and newspaper-maker in the United States:

Alexander Walter Macdonald, editor of the Patriot, died at his home on Oak Hill at 10:30 Thursday morning, January 13, in the 94th year of his age. He sustained a shock a little over four years ago and since that time has been confined to his home. He was afflcted with no disease. Death was due solely to a body worn out with old age. He died in sleep with no pain or suffering.

Mr. Macdonald was born in Quebec, Canada, July 4th, 1882. His parents were of long-lived, hardy Scotch stock, William and Mary (McWhalter) Macdonald, who migrated from Scotland to Nova Scotia and found their way into Canada. His education he secured in Canadian schools just across the border. He also attended an academy in St. Albans, Vt., and later the Clinton Liberal Institute, near Utica, N. Y.

At the early age of 10 years he was apprenticed to a printer and learned the trade, working from 5 o'clock in the morning to 9 at night. The first paper with which he was connected was the "British Colonist" published in Standard Plains, Canada. From there he went to St. Albans. He walked from St. Albans to New York by slow stages working his way along as a journeyman printer. He arrived in New York when he was 17 years old and secured employment on the big dailies in Newspaper Row. He has been heard to say that at that time the papers were printed on Washington and Franklin hand presses and around what is now 14th street was nothing but vacant lots. It was after he had been in New York for a time that he recognized the desirability of further education in pursuing his chosen life work which led him to attend the Clinton Liberal Institute.

Later he was connected with newspapers in the middle west but eventually returned to New York, where, with a partner, he started the Scientific American. The paper was subsequently sold to Munn & Company, but Mr. Macdonald remained as foreman of the composing room.

While working in Newspaper Row Mr. Macdonald, with a number of other men, was induced by Horace Greeley then, editor of the Tribune, to purchase building lots and erect homes in Mount Vernon, which at that time was considered little more than a wilderness. Here he lived until June, 1882, when he came to Putnam and bought the Patriot. As soon as the purchase was made he left for Mount Vernon to bring on his family and when he reached there he received a telegram from L. O. Williams, then foreman of the office, that Union Block had been destroyed by fire and with it his newly acquired newspaper. He received assurances from his friends that they would do all possible to help him, and, undaunted by his loss and the disaster, he returned with his family and immediately bought the outfitting of a new plant which was for a time located in the Hathaway block. He had remained as editor of the paper up to the time of his illness four years ago. After a few years Mr. Williams was admitted as a partner and the paper was conducted under the firm name of Macdonald & Williams. From the age of ten years to the age of 90 Mr. Macdonald had stood at the case setting type, probably a record in point of time. He was considered one of the fastest hand compositors in New York and was awarded a prize for speed in a competition. His editorials he set himself at the case without notes or copy and so machinelike had he become in composing that he could carry on a conversation and set type at the same time.

Mr. Macdonald was a republican in politics. He never sought or held public office but devoted the columns of his newspaper to the best interest of the community it served. He was of a strong religious character and was a close student of the Bible which he read in several languages and he was never happier than when discussing religious questions.

* * *

NEWSPAPER MEN AND IDEALS

The Dallas, Texas, News, has run an especially interesting series of articles treating of newspaper editors and publishers. We had intended to follow up the series and, by permission, to reprint a number of them, but Association and other matters crowded upon us, at that time, and the plan was never carried out. How instructive and interesting these articles, largely biographical, have been, is illustrated by the following in a sketch of the life and work of Adolph Ochs, publisher of the New York Times:

> In the seventeen years that he has been publisher of The Times in New York he has become better known there by an adequate critic as coming the nearest of any newspaper to "presenting a truthful picture of life in New York and the world at large." This same commentator described Mr. Ochs as the best and highest example of the commercial publisher. This assigning of him to the category of men in the newspaper business who have their eyes chiefly on the chance to gain is not pleasing to Mr. Ochs, however, nor to his friends, who point out that all the facts indicate that Mr. Ochs is not that kind of a journalist nor The Times that kind of a newspaper.
>
> The theory adhered to by Mr. Ochs as to what makes a newspaper great and in a high sense successful is the confidence of its readers and the respect of the community. This comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a publisher conforms to such principles and is guided by such ideals the newspaper that results is not to be characterized as "commercial" in so far as that term may imply that the highest ideals do not influence its course.
>
> These are the conditions that are characteristic of The New York Times under the management of Mr. Ochs and they may be taken to mean absolute independence of any outside control or influence. If such a newspaper shall achieve the rewards of great circulation, a large volume of advertising, and substantial profits, as The Times has done, it may be assumed as a fact that it is a newspaper of principles, brains, ideals, and convictions.

The articles in the Dallas News were run under the general heading: "Sketches of Prominent Newspaper Men; Interesting Facts About Their Careers and Their Ideals." We believe that such a series of sketches of men prominent in the newspaper calling would be valuable to every newspaper, through the bringing of general readers and advertisers into closer touch with the calling, its aims and objects.

There is much misunderstanding and misjudging of the press through lack of information, as well as through misinformation given out by demagogues and law evaders or violators, who have an object in weakening the confidence of the public in an honest, conscientious press, with integrity and really honest, high ideals for useful service to the best interests of all of the people upon whose support all permanent success must depend.

* * *

THE INFLUENCE OF THE WAR ON IMPORTANT INDUSTRIES

The old printers who, forty years ago, in the Central West, used to cast their own printers' rollers, will be suprised to know how greatly the world war has affected the prices of these simple but necessary adjuncts to printing. The old, home-made rollers would not stand the test of fine printing today and certainly no printer would want to go back to the old-fashioned roller composition in the office.

In the circular letter sent out January 4th, the Buckie Printers' Roller Company of Chicago, states:

> Prices on rollers have been raised, as you know, to

> meet the greater cost of making, due to the increased market price of ingredients which enter importantly into the product. But the most serious and threatening feature is the danger that the essential important materials will so dercase in export to this country as to force American manfacturers to discontinue their use. Our laboratories have long been experimenting, as have the laboratories of other manufacturers, but no ingredient has yet been found which has the splendid roller qualities that Glycerine has. Glycerine gives resiliency and enduring qualities to printers' rollers.
>
> As outlined last month in our house organ, "Buckie Talks," fully sixty per cent of the glycerine consumed in America today is normally imported from Germany and France. Since the war commenced very little glycerine has come to our ports. We have had to depend almost entirely upon our own enforced production, which has been insufficient to meet the demand. The price has risen from 12 cents to over 64 cents—and is jumping to $1 a pound. At that high price there are no quantities for sale.

However, there are a score and more of other manufacturers equally affected by the world war that is doing no one any real good and is bringing a harvest of poverty, suffering and death. Recently, in a circular letter to customers, Charles Eneu Johnson Co. of Philadelphia, in common with other ink manufacturers, made a statement of the following pretty generally known facts:

> The source of supply upon which we, in common with other Printing Ink Makers, have depended for much of the raw material from which Inks are made having now been entirely closed to the American Market by reason of the European War, we deem it advisable, in the interests of our patrons, to submit the following plain statements of facts.
>
> Most of the materials entering into the manufacture of Printing Ink have advanced from 300 to 2,500 per cent, and some are unobtainable at any price. Even domestic materials have advanced in sympathy with foreign goods.

* * *

"GOOD SERVICE PAYS"

In the December 15th issue of the Rio Grande Service Gazette, great prominence was given, under the above heading, to the great value of the right kind of service. There is no class of business, not even railroading, that pays in a larger increase in goodwill and dividends for good service than that of printing and newspaper making.

Railroads serve, very largely, strangers or new customers each day and rely on their good reports rather than on their repeated trips, though this is a large item, for future business. The Gazette states:

> During the year, the Denver & Rio Grande experienced the heaviest travel in its history, in the handling of which a record of service was established that every employe may consider with pride. Notwithstanding the fact that our passenger trains were operated in numerous sections, day after day, and each of the ten to fifteen cars in each section was loaded to capacity with from two to five hundred souls, the management has been freely complimented on the fact that these trains were operated approximately in scheduled running time.
>
> It has also been quite noticeable, and a matter of free comment, that train and dining car employes were uniformly courteous and obliging to passengers under the trying circumstances surrounding the handling of such a large number of people. The splendid service afforded has called for hundreds of expressions of commendation from patrons pleased with the courteous and attentive treatment accorded them by traffic, station, train and dining car employes. Never was there a better opportunity for employes to demonstrate their reputation for courteous treatment of passengers, and we are proud to say they lived up to this reputation to the redounding credit of their company.

It is an old saying that a pleased customer is the best advertisement. The pleased customer in this age is very often two busy to advertise the fact. However, the fame for the right kind of service, with a little effort, is easily heralded abroad and the pleased customers confirm the report and help toward its effectiveness.

To know and to anticipate the desires or wants of patrons are essentials. The printer and newspaper-maker must know his community and all that pertains thereto as thoroughly as the rairoad man knows his route, his train, his capacity for service, and the editor must "have nothing human" foreign to him and to his knowledge, feelings and interest.

The idea of having such perfect organization as to give adequate and satisfactory service in times of a rush of business, with a force that will be just as thoughtful, considerate, prompt, kind and courteous as when not under strain, is one of incalculable importance, brought out in the Gazette's statement. Crankiness, sharpness and lack of politeness and consideration are likely to develop when buiness overcrowds an office, but customers have no time to investigate conditions and are not inclined to make allowances and a neglect or an affront, in rush times, will likely tell badly against the securing of orders in dull times.

* * *

NEWSPAPER ART WORK INTERESTS REPORTERS

To learn to sketch their observations and ideas rapidly, about a dozen students in the Department of Journalism at the University of Wisconsin are taking courses in free-hand drawing and perspective offered by the Manual Arts department. The embryo reporters are sent on news assignments in this work but, instead of returning with a story, they bring back a sketch. Besides attaining skill as illustrators, the students learn the technique of printing sketches and other illustrations. Students who show ability in cartooning or sketching are given exercises to develop their talent.

"Pictures With Ideas"

S. FLORY MFG. CO. ENGINES
Baltimore The Beautiful 1912
Modern Gas Lighting in the Home
Christmas Gifts of Beauty
Camp Namaschaug
Fruit and Vegetable Growing in Manatee County Florida
What PUDDINE Will Do for the Housewife
SHOWING the MAN FROM MISSOURI
JAMES WILLIAM BRYAN NATIONAL RIVERS AND HARBORS CONGRESS WASHINGTON D.C.
The MERCANTILE TRUST & DEPOSIT COMPANY OF BALTIMORE
Safe Deposit Department
CARCO Perfect Adjustable Gasket Tape
AIR LINE RAILWAY
WATER-PROOFING
The Lawler Catalogue
Girls' Dresses
The CALL of the WOODS

The above is the title of a booklet sent out by the Baltimore Maryland Engraving Co. There is equal need of printing and all kinds of advertising and of newspapers, as well, "with ideas,"—clear, strong, attention-attracting and holding, informing, convincing, inspiring ideas. The first page of the booklet carries the following in a tablet, over which an artist is leaning and peering:

"Almost all advertising is good. But the best advertising is that which gets to the man you want to sell, by the most direct and surest route—then grips his mind with irresistible force."

"Pictures with ideas are among the most powerful promoters of prosperity."

The booklet is well gotten up and filled with illustrations with ideas. The following statements are worthy of consideration by all who print, whether newspapers, magazines, circulars or aught else:

The most direct route to results is obviously not only the quickest but the most profitable. There is no appeal so direct as the appeal that gets to the brain through the eye.

The idea must be right. It must be skillfully executed. If it shows the product itself it should present the clearest and most attractive view of it, amidst surroundings that add increased interest. If it is a cover design or embelishment, it should be unusual—it should stand up head and shoulders above the commonplace, commanding instant attention.

The right idea, plus real art and skilled craftsmanship in execution, plus Quality engraving, combine to give the printer power to produce printed matter that will "bring home the bacon" on a silver platter.

* * *

BIG ADS IN NEWSPAPER BY AN ELECTROTYPING AND ENGRAVING COMPANY

Everyone who does business with the general public ought to advertise in the newspapers. The Eclipse Electrotype and Engraving Company, realizing that nearly everybody worth while uses printed matter with illustrations, are carrying on an extensive advertising campaign in the Cleveland Plain Dealer, which, by the way, is one of the oldest and best known newspapers in the Middle West. This campaign was inaugurated by Mr. Henry Baker, the advertising advisor of the Company.

The space used is four full newspaper columns, and one of the advertisements, which is before us as we write, is addressed to the big printers of Cleveland, but contains much that ought to prove useful to all printers, publishers and advertisers or users of printed matter.

There is a plea in favor of the selection of one electrotyper by a firm so as to secure uniform and better work, at uniform and economic prices, with excellence guaranteed. Some of the same reasons enter into the employment of one and the same electrotyper, engraver or printer as in the employment of one lawyer, or family doctor, who studies and comes to understand you, your family and the conditions and needs.

This advertisement says:

"You divide your work and get diverse service: diverse quality; diverse printing results; diverse prices, maybe;" and then quotes the following, among other things, from an address at the Twenty-eighth Annual Convention of the U. T. A. in New York City:

"You need but one electrotyper. I don't care whether he is large or small. I am not talking for the large electrotyper or for the small electrotyper. Take one electrotyper into partnership with you. Go into your town or city, wherever you are, pick out a man there who is honest with himself and honest with you, and say to that man, 'I will make an agreement with you to give you all of my electrotyping, provided'—what? 'You will give me plates that require but little make-ready, plates that will require the minimum amount of make-ready and that will give me the maximum of wear.' Choose a man that will prove to you that he has an equipment up-to-date so that he can turn the work out efficiently, and then say to him, 'Because of giving that work exclusively and wholly into your hands I want you to make a price with me which will yield you a reasonable profit, and no more.'

"I know several printers who are working on exactly that line, and I say to you frankly, I believe they are well satisfied with that way of doing business. I leave it to you to think over."

The Eclipse Electrotype & Engraving Company

and every man and women on the staff—wish you a "Merry Christmas and and a Happy and Prosperous New Year."

CHRISTMAS 1915 NEW YEAR 1916

WOMEN SHOULD MAKE GOOD AS WRITERS OF ADVERTISING

University of Washington, January 20.—Women ought to be among the most successful writers of advertisements, is the opinion of Elmer F. Woodman, of the Woodman Advertising Service. He told students of journalism, whom he addressed the other day, that women are the ultimate buyers, directing about 90 per cent of the expenditures made for the home. He declared that members of their sex ought best to know how to appeal to those buyers. Many women, he said, are already employed by advertising agencies.

⁂

PRINTING PROVES EXCELLENT TRAINING AND MOST POPULAR PART OF SCHOOL CURRICULUM

The printing office has long been called the poor man's college, now the teaching of printing in the schools is proving a great aid, to rich and poor alike, in the creating a livelier, greater interest in school work; improving the schools, and in the imparting of more accurate, practical knowledge in studies most useful and affording a more thorough training. The Louisville, Ky., Times summarizes the results secured in the schools of that city as follows:

> The printing department of the Prevocational School, within the past month, has assumed the appearance of a flourishing print-shop, and "jobs" of every description are being turned out by the students. Not only is every phase of the work taught for vocational purposes, but the pupils print every leaflet, card, pamphlet and practically every kind of printed matter that is used in the public schools of Louisville. Students, who entered the class at the beginning of the term, without any knowledge of the printing trade, have developed into expert proofreaders, printers and typesetters. Typesetting and proofreading have proven one of the most interesting parts of the curriculum, and have been excellent for the training of the student in spelling and punctuation.

Faith and Follow Up

Nothing succeeds in this world without faith. The lack of faith in one's own advertising is no exception to this general principle. The Cleveland, Ohio, Leader states that in an address before the Cleveland Advertising Club, Mr. Wallen showed how many advertisers, after interesting the public in their products through the medium of general newspaper and magazine campaigns, fail to secure the maximum results by employing a poor system of direct advertising. He advocated the use of individual follow-up letters to consumers as the best means of securing the best possible results.

Newspaper, magazine, or trade journal advertising is intended to win attention, to awaken an interest, to build up a friendly acquaintance and a substantial goodwill and to create a desire to deal with the advertiser or to purchase the goods advertised. All these are essential to prepare the way, but there must be intelligent salesmanship through follow-up systems, either by mail or by personal presentation, that has the push that comes from active faith in the advertising that has prepared the way and in the merchandise offered.

⁂

ARCHEOLOGY

Henry P. Hamilton of the Hamilton Manufacturing Company, has the largest collection of native copper relics, as is stated by Press Bulletin of Wisconsin University, Madison, which says:

> The Lake Michigan region from Two Rivers northward for eight miles or more to the village of Two Creeks was for centuries practically a continuous village site. On these shifting sands many thousands of Indian stone, clay, bone, shell, and copper implements have been found. Many of these are now in the collection of Henry P. Hamilton of Two Rivers, who is the owner of the largest collection of native copper implements in the world. Other large collections of Manitowoc County Indian articles are owned by H. George Schuette and Dr. Louis Falge.
>
> Copies of the report may be obtained by addressing the secretary of the Wisconsin Archaeological Society at Madison.

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UNITED TYPOTHETAE AND FRANKLIN CLUBS NOTES.

January 16, 1916.

Mr. W. C. Parsons, of the United Typothetae and Franklin Clubs of America Field Organization Staff, has gone in a northwesterly direction from Chicago. The points he will make are Janesville and Madison, Wisconsin; La Crosse and Winona; Minneapolis, St. Paul; Grand Forks and Fargo; thence to towns in the farther west. Mr. Parsons has covered almost the entire country east and west in the past two years; and this trip covers some of his earlier territory. It is hoped that several local associations will be formed. Employing printers, in the territory planned, will do well to make a note of Mr. Parson's itinerary, and take full advantage of his stay in their towns. Questions of local organization, cost finding and estimating may be referred to him.

The requests for installation of Standard Cost Systems are very numerous of late. Mr. F. W. Fillmore, in charge of Field Cost Experts, certainly is a busy man. He has been in the west for the past few months, but is expected to return to headquarters shortly.

Mr. Harry S. Stuff, Western Representative United Typothetae and Franklin Clubs of America, is surely meeting wth great success in Los Angeles. A number of new members have been added to the organization within the past month.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

SHOULD the public patronize your printery or subscribe for your newspaper?

They surely should, you say.

Well, tell them so. May be they realize it not.

May be some of them will ask, Why?

Can you tell them why?

Surely, you say.

Then tell them!

That's advertising—or an important part of it, at any rate.

And the average printer or newspaper man CAN tell them, too. So here's a little kindly encouragement for him.

Horace Greeley Knew How to Run a Country Paper

The country newspaper has long been the butt of many shafts of sarcastic or good-natured humor and good, bad, or indifferent wit on the part of writers for the city press. Some of this raillery has, or should have, an educational value; and many city papers have been given a Roland for their Oliver when they started to josh the rural newspaper. It is to be hoped that they, too, learn from this repartee. Oh, if ridicule could put an end to the lying headline—which is surely much more common in the city than in the smaller centers of interest.

There is one thing that the city paper should learn to appreciate, and that is, that the well-edited country paper—and there are many of it—gives more real local news service than any city paper can. Think of that, dear city writer, and never again sneer at the good news, the clean news, the news of progress and development comprised in the report that Josiah Simpkins is building a barn.

Horace Greeley was an editor who made considerable of an impression in his day through conducting a city paper that was valued both by city and country readers.

In an old volume of recollections of a city editorial writer I have just come across a letter from this editor and maker of editors that he wrote to a friend who was going to start a country paper. Possibly there will be some difference of opinion among country editors as to the advisability of stating how some farms have been managed, but the most of the letter is unquestionably of high value. It is largely in line with advice given probably even before the time Greeley wrote the letter by the veteran editor of the National Printer-Journalist. For Father Herbert was writing and talking on journalism even in the lifetime of Father Greeley. Here is the letter—well worth reading not only by those about to start a paper, but also by those who have started one, be it in country or city:

New York, April 3, 1860.

Friend Fletcher:—I have a line from you, informing me that you are about to start a paper at Sparta, and thinking that a line from me for its first issue would be acceptable. Allow me, then, as one who has spent his most hopeful and observant years in a country printing office, and who sincerely believes that the art of conducting country (or city) newspapers has not yet obtained its ultimate perfection, to set before you a few hints on making up an interesting and popular gazette for a rural district like yours.

I. Begin with a clear conception that the subject of deepest interest to an average human being is himself; next to that, he is most concerned about his neighbors.

Asia and the Tongo stand a long way after these in his regard. It does seem to me that most country journals are oblivious as to these vital truths. If you will, so soon as may be, secure a wide-awake, judicious correspondent in each village and township of your county,—some young lawyer, doctor, clerk in store, or assistant in a post office, who will promptly send you whatever of moment occurs in his vicinity, and will make up at least half of your journal of local matter thus collected, nobody in the country can long do without it. Do not let a new church be organized, or new members be added to one already existing, a farm be sold, a new house be raised, a mill be set in motion, a store be opened, nor anything of interest to a dozen families occur, without having the fact duly though briefly chronicled in your columns. If a farmer cuts a big tree, or grows a mammoth beet, or harvests a bounteous yield of wheat or corn, set forth the fact as concisely and unexceptionally as possible. In due time, obtain and print a brief historical and statistical account of each township,—who first settled it, who have been its prominent citizens, who obtained advanced years therein, etc. Record every birth as well as every marriage and death. In short, make your paper a perfect mirror of everything done in your county that your citizens ought to know; and whenever a farm is sold, try to ascertain what it brought at previous sales, and how it has been managed meantime. One year of this, faithfully followed up, will fix the value of each farm in the county, and render it as easily determined as that of a bushel of corn.

II. Take an earnest and active, if not a leading, part in the advancement of home industry. Do your utmost to promote not only an annual county Fair, but town Fairs as well. Persuade each farmer and mechanic to send something to such Fairs, though it be a pair of well-made shoes from the one or a good ear of corn from the other. If anyone undertakes a new branch of industry in the county, especially if it be a manufacturer, do not wait to be solicited, but hasten to give him a helping hand. Ask the people to buy his flour, or starch, or woolens, or boots, or whatever his product, if it be good, in preference to any that may be brought into the county to compete with him. Encourage and aid him to the best of your ability. By persevering in this cause a few years, you will largely increase the population of your county and the value of every acre of its soil.

III. Don't let the politicians and aspirants of the county own you. They may be clever fellows, as they often are; but, if you keep your eyes open, you will see something that they seem blind to, and must speak out accordingly. Do your best to keep the number of public trusts, the amount of official emoluments, and the consequent rate of taxation other than for common to schools, as low as may be. Remember that—in addition to the radical righteousness of the thing—the taxpayers take many more papers than the tax-consumers.

I would like to say more, but am busied excessively. That you may deserve and achieve succes is the earnest prayer of

Yours truly,
Horace Greeley.

Tribune Office, New York.

The folks in and from our little home towns are more intimately concerned with far-off places than in the days when Greeley wrote, and perhaps were he living in this age he would have considerable to say in such a letter about the education of the local captains of industry to the importance to them of paid advertising as a supplement to the news of new local industries that every good local newspaper man is glad to give.

There is another letter of Greeley's that will be of interest to the publisher who receives many requests for free papers. It is characteristic of Greeley in its vigorous humor, and will be appreciated by many publishers who are ready to do almost anything in reason for a worthy cause, but who have learned that it is the paper that is paid for—and very preferably in advance—that is the most appreciated. Here is the correspondence:

To the Editor of the New York Tribune:—

My Dear Sir:— The young gentlemen of the Philogian Library Society of the Masonic College request me to tender their sincere regards to you and ask if you will be so kind as to donate to them a copy of the Weekly Tribune. The Society consists of fifty students, who are anxious to form, for their sole benefit, a reading room in their hall.

While we all abhor your principles, we respect you as a talented and honorable foe; and your paper would be cheerfully welcomed in our hall, not for the principles which it advocates, but for the ability with which they are promulgated. Be assured, sir, that we will all feel under many obligations if you will make us such a present. With gratitude and respect,

Corresponding Secretary.

Lexington, Mo., January 30, 1855.

Mr. Secretary: Among those "principles" which you say you abhor, this one is prominent, namely, that God having wisely and benignly ordered His unwise that **Something can never be acquired for Nothing,**—that "so much for so much" is the eternal and indisputable law,—man should conform his conduct to this beneficent law. The robber, the swindler, the beggar, the slaveholder, all vainly suppose that there is some other way of acquiring and enjoying the products of other men's labor than by paying for it; but God says no, and He will be obeyed. Steal, cheat, beg, or enslave as you may, you can at best but postpone payment,—it will at last be exacted with fearful usury. In short, as there is no other proper way, so there is no other way so cheap, when we desire aught that is produced by the labor of others, as to fork over the needful,—lay it right down on the nail. You will see, therefore, that these detested principles, which you are all at liberty henceforth to abhor more than ever, forbid my complying with your delicately worded request.

Editor Tribune.

Every Reader His Own Punctuator

I have alluded in these columns to the rule punctuation that was said to prevail in a newspaper office with which I was acquainted of "three commas to a line." Now, I learn that "Lord Timothy Dexter," as a famous merchant who "flourished" near Newburyport, Mass., about a hundred years ago, solved the punctuation question in an even less nerve-racking manner. (Less racking to his own nerves, that is.) His book, "A Pickle for the Knowing Ones," had no punctuation mark of any kind in all its voluminous discourse, but in the back of the book the author provided a number of pages of points of every sort, telling the reader to "sift them into the text of the book to suit themselves." Lord Timothy was the man who made a fortune shipping, on the advice of a joker, warming pans to the West Indies—but that's a story for another sort of trade journal.

Rejected Addresses

Surely nothing that a humor editor or his assistants could write with the most laudable effort to be funny could be more truly humorous than the situation that developed in the office of Collier's Weekly some time ago in connection with its effort to run a humorous department. It was an heroic attempt, nearly akin to Life's oft-expressed determination to issue a humorous number. There is no humor department in Collier's now; and the reason thereof has possibly something to do with this really humorous article from the pure editorial columns of that live periodical:

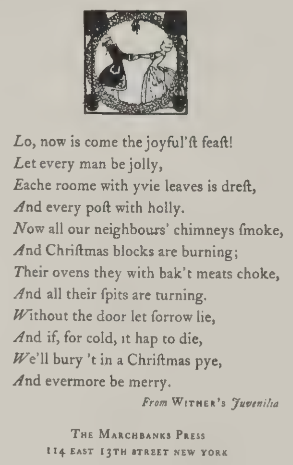
WHEN THE JOKE IS ON YOU, and it is beginning to get about anyway, it is best to make a clean breast of the matter. Some months ago, you may remember, we provided ourselves with a department of humor and with a humor editor to guide its destinies. Him we equipped with a large desk to accommodate the deluge, and, since there is only one of him, a bale of special printed rejection forms. For a time his life was as pleasant as a man could expect who had to read all of those jokes, but suddenly queer letters began to arrive. A clergyman from Kansas wondered why the humor editor had rejected his article on national prohibition. A municipal expert resubmitted his manuscript on "The Need of Efficiency after Armegeddon" with the frank request that it be shown to some one with human intelligence. Letters of protest, genial, pitying, sarcastic and angry, kept pouring in from all quarters. The humor editor began to wear a hunted look; his sense of humor showed signs of cracking under the strain. Investigation finally showed that the clerk whose mission it is to do the regretting for the various editors, running out of one kind of slip, had cheerfully submitted another, "Slips is slips" was her care-free motto. Serious articles—we would rather not know how many—had gone forth with the deep regrets of the humor editor, who never saw them. If you submitted an article upon, "Rural Life in Tahiti," and got in return the astonishing news that it did not quite meet the humor editor's present needs, let this be your apology. We hope in time to get back some of our friends; but the humor editor will never be the same again.

"Dollars and Sense"—and Interest

Bradley is a letter that still has its charms if used right, as it seldom is, and it is used right on the letterhead of H. J. Barrett, 465 Wahington St., Brookline, Mass., there being no other face. It is an original letterhead, the work of Mr. Barrett being indicated half way down the left-hand side. He is the editor of "Dollars and Sense," a daily feature of the New York Evening World, the Boston Journal, the Kansas City Star, the Detroit Free Press and other live papers. Mr. Barrett's feature is one that I find both pleasure and profit in reading every day, for it is the kind of sound business sense that helps to bring in the simoleons. Every day there is a regular condensed Saturday-Evening-Post what-Dr.-Johnson-termed human-interest business story of a real business man and how he got business "while others didn't. Mr. Barrett is a live advertising man who has resigned a job as sales and advertising manager, where he made good to an eminent degree, to interview other sales and advertising managers, and the captains as well as the lieutenants of industry; in order to pass their wisdom along to those who are looking for just such efficacious lore. It is a feature that will be of great, of VITAL interest in any newspaper that is read by business men.

Two Old Contributors of Olde Stuffe Made Newe

I cannot wait till next Christmas to show two greetings I received in one envelope. They brought good remembrances of two old contributors to this department. It must be nearly steen years since Hal Marchbanks, then of Ennis, Tex., sprang into fame by means of a blotter showing a knight-errant going on an errand at night, the cut having been made from patent leather mounted type-high. He was one of a band of Texas typographers whose work became famous. At his shop by the tow-path in Lockport, N. Y., he saw the old masters, and sent them several letters on some kinds of work; and later he was in New York with the great Hill Publishing Co., where I had the pleasure of meeting him. The last year or so The Marchbanks Press of New York has been attracting much attention because of the beauty and originality of its work on choice stock—for Mr. Marchbank is a stickler for stock that is both unique and good. This card (1) is on heavy deckled-edge stock—with a rich brown tint—and the deckling is no outworn variety, either. Surely Wither's splendid lines, which age cannot wither (that pun just happened sort of unconsciously, or at least subconsciously) nor custom stale, were never more joyfully dreft. (Cut part of the bar off the f to make it a long s, an it please thee, good printer.) The Italic initial letters are not too freaky, and the cut has the old-style flavor, while probably being quite original.



*L*o, now is come the joyful'ſt feaſt!
*L*et every man be jolly,
*E*ache roome with yvie leaves is dreſt,
*A*nd every poſt with holly.
*N*ow all our neighbours' chimneys ſmoke,
*A*nd Chriſtmas blocks are burning;
*T*heir ovens they with bak't meats choke,
*A*nd all their ſpits are turning.
*W*ithout the door let ſorrow lie,
*A*nd if, for cold, it hap to die,
*W*e'll bury 't in a Chriſtmas pye,
*A*nd evermore be merry.

From WITHER'S *Juvenilia*

THE MARCHBANKS PRESS
114 EAST 13TH STREET NEW YORK

No. 1

As to the other job—the old refrain has rung in my head like "Punch, brothers, punch with care," though the beer is pleasanter than the stale punch. And just look at the name! David Silve has dropped a front initial, I believe, since he used to send this department highly original, daringly original jobs from New Orleans, with lanthorns and other olde stuffe. So it is evident that he is with The Marchbanks Press. Wonder if any of the other old contributors are there. I have missed them most distressfully, and am glad to see, whenever I hear from or of them, that they are right up to this time and beyond, while keeping to the traditions of the good old masters who spelt W with two V's, thus outdoing the elder VVeller.

Chriſtmas

Then let us all moſt merry be,
Since that we are come here,
And we do hope before we part
To taſte ſome of your beer.

Your beer, your beer, your Chriſtmas beer,
That ſeems to be ſo ſtrong,
And we do wiſh that Chriſtmas-tide
VVas twenty times ſo long.

—from *olde ſtuffe*

DAVID SILVE
1915

No. 1 a

Spring Term Begins on January 11

You cannot get an idea of the delicacy of the colors in the border and the initial piece of this job (2) from a black-and-white reproduction. It is a job in which delicacy is wedded to strength, the black of the text providing the latter factor. An initial piece that goes so well with the border always has the subtle charm of complement—sometimes as pleasing as that of contrast, which is here given by the color-plan. Some rebate, $3.50 or $5, is it not? Let's trust the attendance will be 75 per cent—and then some. The West Tech. High is in Cleveland, Ohio.

THE Spring Term of Night School for Printers at West Tech High School will begin Tuesday, January 11, 1916, 7 p.m., room 415. Tuition for the course, $5 per term of ten weeks, (20 nights, 40 hours), with a rebate of $3.50 if an attendance of 75% has been maintained. Registration every night during the week of January 3rd, from 7 to 9.

No. 2

A Direct Command that has No Shadow of Offense

There's something about this job (3) that is in keeping with its message. Just the information needed when one is in a rush; nothing more. There's more of a suggestion of celerity in the inclined plane than there would be in Italic falling over itself. The stock is yellow; the rules are red. For a job in just two sizes of a series, it is surely impressive. And there's a poise about the face used which indicates that no rush job is likely to be injured by the rushing if this firm does the work.

Send that Rush Job to
Smith-McCarthy

Typesetting Company · Caxton Bldg
508 South Dearborn Street
Harrison 6614-6615
Auto. 51-282

Monotype, Linotype
and Makeup Departments
Run Day and Night

No. 3

These Blotters Advertise as Well as Blot

Dear Sir: Here are a couple of blotters. The quotations I appropriated from the Printer-Journalist, but the designs are my own. If you think them worthy of mention all right, otherwise use them to soak up ink, which is what they are intended for anyway.

Yours very truly,
JAMES E. BALLARD.

Tawas City, Mich.

A favorite excuse of incompetents is, "I can't do all this with only two hands."
They certainly tell the truth---the head is lacking

If you want head work as well as hand work used on your printing---let us execute it.

JAS. E. BALLARD, Commercial Printing
Tawas City, Michigan

No. 4

In 4 the rules are green, the remainder brown. The other job is all in red, which is somewhat toned by the abundance of white space. After some years of retirement, the idea of plenty of white space has returned to its own, even where the space costs a whole lot of money, and too, even where an ad takes a whole page by itself, and the space is not used merely because other advertising is closely set. Have you saved your Printer-Journalists for the years 1902-3-4? If so, you have right at hand some of the modernest typographical ideas.

PRINTING that
PLEASES
PARTICULAR
PEOPLE

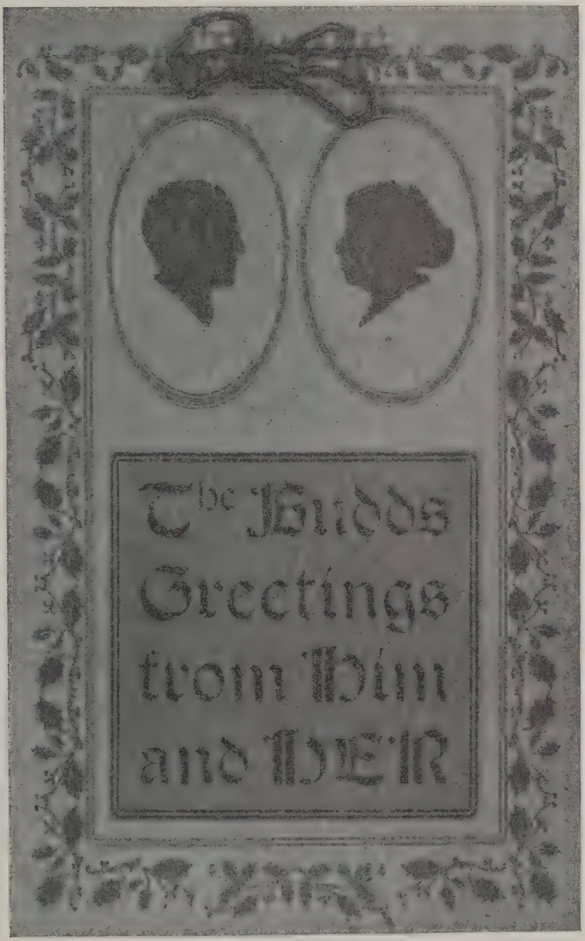
"Trifles make perfection, but perfection is no trifle"

¶ An old saying by an old master—we have this thought in mind when we are evolving your printed matter.

JAS. E. BALLARD
Printer
Tawas City, Michigan

No. 5

Last year at about the time when St. Valentine holds sway over the fancies of men. Most Easy Budd of Wichita sent me a greeting in which the two cuts that are on this job (6) were used. I was going to have the valentine reproduced in the January issue this year as a timely suggestion, but Mr. Hanson beat me to it, by having it reproduced at the time. So I will not wait till November next to show this holiday greeting. It is on very heavy gray stock with a homespun effect. The rules and circles are gold. Then there is green and red, and the words are brown. It is a very pleasant remembrance; and here are all good wishes to him who composed it—and HER. There's a wealth of character in the silhouettes—and the greeting is characteristic of Most Easy, who evidently has a Most Easy Boss.



No. 6

Orville Good, Orville Wood

Two years ago J. Orville Wood sent me a copy of a November issue of the paper composed by the boys of the West Technical High School of Cleveland, under his supervision. He said that as I had found much to praise in another issue, I would surely like this better. As I have just received a card from this school, which is reproduced elsewhere, I am reminded that I have not yet shown pages of an issue

Prepare for Opportunity

By J. Orville Wood

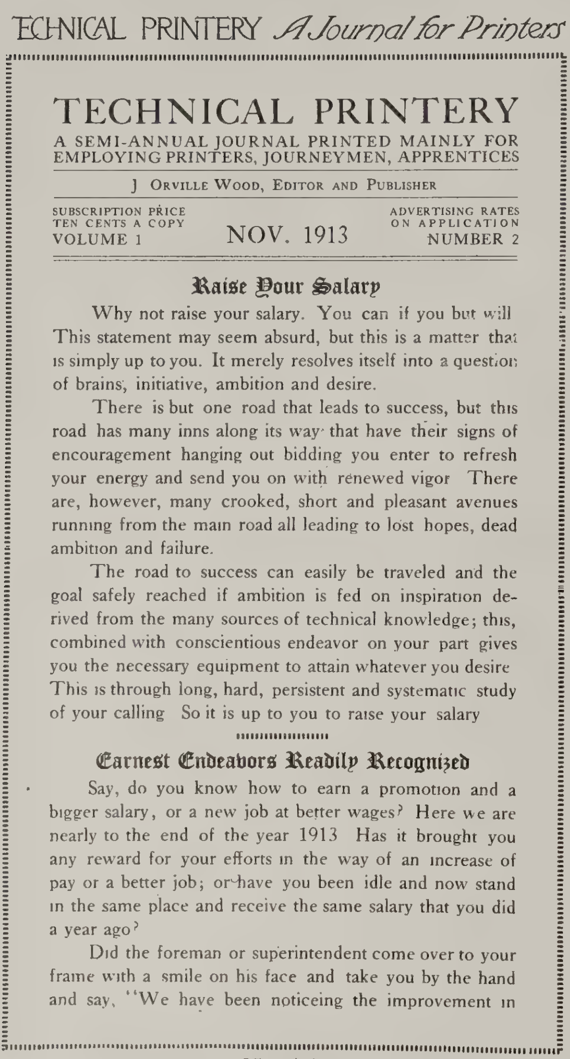
MOST every man has ambitions, more or less; has ideals and aims, all of which he hopes to realize some day. When one speaks of ambitions, financial ends are usually meant, for after all, the dollar sign is a pretty good gauge of a man's success. However, if a man lives for nothing else but money he has a barren existence. He may work up to such a position that pays him immense sums of money, and at the same time render a great service to his fellow-men. Money is said to be the root of all evil, but it is also the root of much good. It is good or bad, according to the use we make of it.

Let us take it for granted, then, that each one of us, no matter what our present position, is looking forward with a good deal of anticipation to the day when we can advance a step, or a lot of steps, and reach the goal desired

If he is an apprentice he longs for the time when he has acquired sufficient knowledge and experience of the trade to be classed as a journeyman. If he happens to be a journeyman, he will look forward to the time when he may become foreman. If a foreman, he pictures himself in his mind's eye as a superintendent, giving out orders to be followed instead of receiving them. If a superintendent, he doubtless thinks of the day when he will be called into the office of the president and asked to manage the business. The man who does manage the business is looking around for an opportunity to close a deal with his friends so he can start a business of his own

No. 7 a

that seems to call for nothing but praise. I will make up for the delay by showing three pages of the reading matter (7a, b, and c) one page (c) having at the bottom a well-composed ad of a 'steemed contemporary across the pond. All the ads are well composed, for that matter; and as I devoted a good deal of space to suggestions as to the ad composition of this student's, I now freely admit that these ads are such as I can study with profit to myself. The care as to every detail of the composition of these pages is very noticeable, and I think our old friend Michelangelo would smile approvingly at these pages. In a the initial M and the pieces below are orange. The stock is tinted.


TECHNICAL PRINTERY *A Journal for Printers*

TECHNICAL PRINTERY
A SEMI-ANNUAL JOURNAL PRINTED MAINLY FOR
EMPLOYING PRINTERS, JOURNEYMEN, APPRENTICES
J Orville Wood, Editor and Publisher

SUBSCRIPTION PRICE
TEN CENTS A COPY
VOLUME 1
NOV. 1913
ADVERTISING RATES
ON APPLICATION
NUMBER 2

Raise Your Salary

Why not raise your salary. You can if you but will This statement may seem absurd, but this is a matter that is simply up to you. It merely resolves itself into a question of brains, initiative, ambition and desire.

There is but one road that leads to success, but this road has many inns along its way that have their signs of encouragement hanging out bidding you enter to refresh your energy and send you on with renewed vigor There are, however, many crooked, short and pleasant avenues running from the main road all leading to lost hopes, dead ambition and failure.

The road to success can easily be traveled and the goal safely reached if ambition is fed on inspiration derived from the many sources of technical knowledge; this, combined with conscientious endeavor on your part gives you the necessary equipment to attain whatever you desire This is through long, hard, persistent and systematic study of your calling So it is up to you to raise your salary

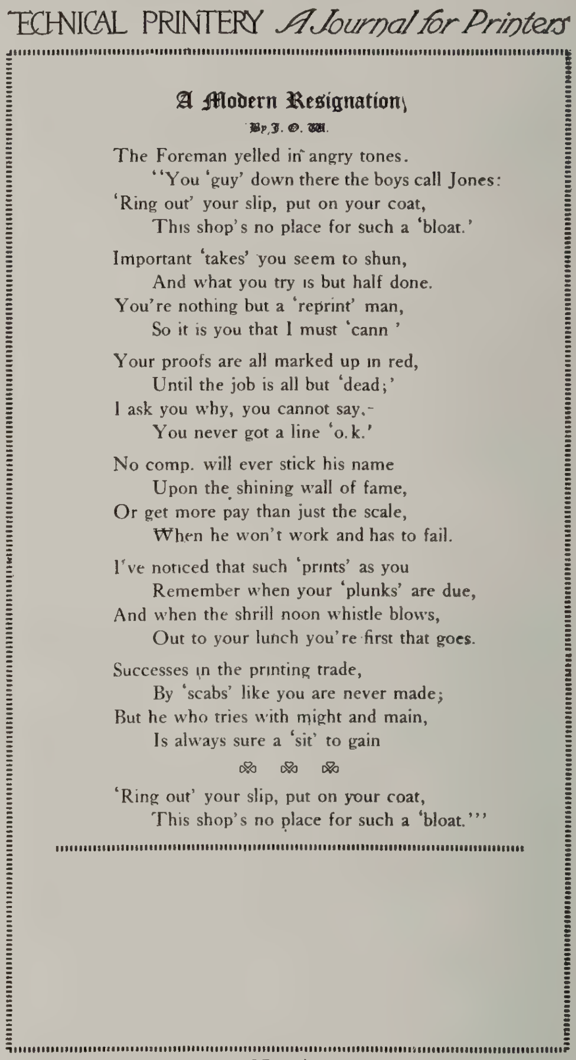
……

Earnest Endeavors Readily Recognized

Say, do you know how to earn a promotion and a bigger salary, or a new job at better wages? Here we are nearly to the end of the year 1913 Has it brought you any reward for your efforts in the way of an increase of pay or a better job; or have you been idle and now stand in the same place and receive the same salary that you did a year ago?

Did the foreman or superintendent come over to your frame with a smile on his face and take you by the hand and say, "We have been noticeing the improvement in

No. 7 b


TECHNICAL PRINTERY *A Journal for Printers*

A Modern Resignation
By J. O. W.

The Foreman yelled in angry tones.
"You 'guy' down there the boys call Jones:
'Ring out' your slip, put on your coat,
This shop's no place for such a 'bloat.'

Important 'takes' you seem to shun,
And what you try is but half done.
You're nothing but a 'reprint' man,
So it is you that I must 'cann '

Your proofs are all marked up in red,
Until the job is all but 'dead;'
I ask you why, you cannot say,
You never got a line 'o.k.'

No comp. will ever stick his name
Upon the shining wall of fame,
Or get more pay than just the scale,
When he won't work and has to fail.

I've noticed that such 'prints' as you
Remember when your 'plunks' are due,
And when the shrill noon whistle blows,
Out to your lunch you're first that goes.

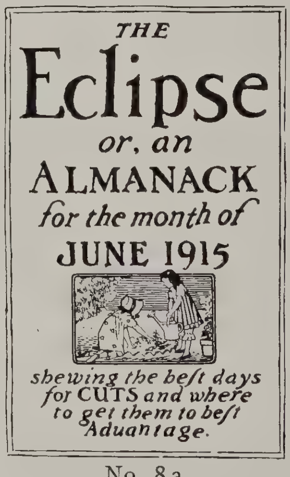
Successes in the printing trade,
By 'scabs' like you are never made;
But he who tries with might and main,
Is always sure a 'sit' to gain

* * *

'Ring out' your slip, put on your coat,
This shop's no place for such a 'bloat.'"

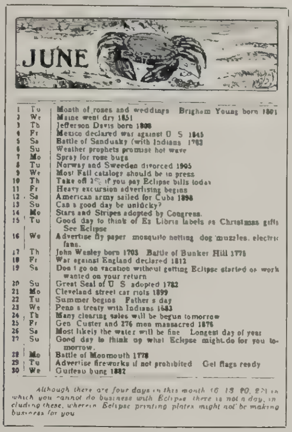
No. 7 c

A House Organ that Pleases and Teaches


THE
Eclipse
or, an
ALMANACK
for the month of
JUNE 1915
shewing the beſt days
for CUTS and where
to get them to beſt
Aduantage.

No. 8 a

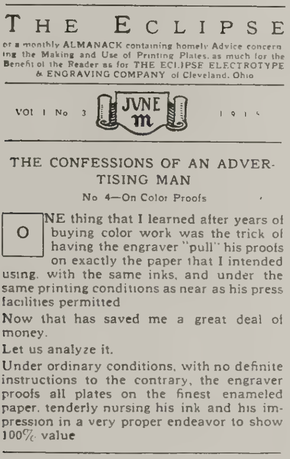
A very nifty monthly house organ is that of the Eclipse Electrotype and Engraving Co.—"the Complete Establishment"—Cleveland, O. The cover (8a) is lettered just a little differently every month, the scene being changed. The second page is like the sample shown as 8b. The page with the head (8c) should be suggestive. The Almanack is red and black, to drop into poetry, as the most careful cannot always help doing. First time I ever knew of an engraver's publishing an article recommending having his proofs pulled on the same paper, "with the same inks, and under the same printing conditions as near as his press facilities permitted" as when the job would be printed. Seems as if some people were just looking for trouble. Sometimes it is a good idea; but of course this trouble and time-taking are not necessary under many conditions. The advertising man should learn to make allowances for the engraver's proof, which sometimes, from the very smoothness and whiteness of the stock used, shows up defects in a cut that is well to notice at once.



1	Tu	Month of roses and weddings Brigham Young born 1801
2	We	Maine went dry 1851
3	Th	Jefferson Davis born 1808
4	Fr	Mexico declared war against U S 1845
5	Sa	Battle of Sandusky (with Indians 1782
6	Su	Weather prophets promise hot wave
7	Mo	Spray for rose bugs
8	Tu	Norway and Sweeden divorced 1905
9	We	Most Fall catalogs should be in press
10	Th	Take off 2% if you pay Eclipse bills today
11	Fr	Heavy excursion advertising begins
12	Sa	American army sailed for Cuba 1898
13	Su	Can a good day be unlucky?
14	Mo	Stars and Stripes adopted by Congress.
15	Tu	Good day to think of Ex Libris labels as Christmas gifts See Eclipse
16	We	Advertise fly paper mosquito netting dog muzzles, electric fans.
17	Th	John Wesley born 1703 Battle of Bunker Hill 1775
18	Fr	War against England declared 1812
19	Sa	Don't go on vacation without getting Eclipse started on work wanted on your return
20	Su	Great Seal of U S adopted 1782
21	Mo	Cleveland street car riots 1899
22	Tu	Summer begins Father's day
23	We	Penn's treaty with Indians 1683
24	Th	Many clearing sales will be begun tomorrow
25	Fr	Gen Custer and 276 men massacred 1876
26	Sa	Most likely the water will be fine Longest day of year
27	Su	Good day to think up what Eclipse might do for you tomorrow.
28	Mo	Battle of Monmouth 1778
29	Tu	Advertise fireworks if not prohibited Get flags ready
30	We	Guiteau hung 1882

Although there are four days in this month 6 13 20, 27 in which you cannot do business with Eclipse there is not a day, including these, wherein Eclipse printing plates might not be making business for you

8 b



THE ECLIPSE

or a monthly ALMANACK containing homely Advice concerning the Making and Use of Printing Plates, as much for the Benefit of the Reader as for THE ECLIPSE ELECTROTYPE & ENGRAVING COMPANY of Cleveland, Ohio

VOL I No 3 JVNE m 1915

THE CONFESSIONS OF AN ADVERTISING MAN

No 4—On Color Proofs

ONE thing that I learned after years of buying color work was the trick of having the engraver "pull" his proofs on exactly the paper that I intended using, with the same inks, and under the same printing conditions as near as his press facilities permitted

Now that has saved me a great deal of money.

Let us analyze it.

Under ordinary conditions, with no definite instructions to the contrary, the engraver proofs all plates on the finest enameled paper, tenderly nursing his ink and his impression in a very proper endeavor to show 100% value

8 c

⁂

N. E. A. CONVENTION AND A GATHERING OF PRESS PRESIDENTS.

Office of Boonville Herald, Boonville, N. Y.,
January 21, 1916.

Mr. B. B. Herbert, Chicago, Ill.

My dear Mr. Herbert: Was in Albany yesterday at a meeting of Associated Dalies and Republican Editorial Association. Have talked with Mr. Kline, Mr. Betts and others about the National meeting in New York in June and this matter will be taken up very soon. We hope to give you a splendid welcome in the greatest and biggest city in the world.

Would like very much to meet the presidents of this Association. It would be very fine to have a gathering of these splendid fellows and I count much on being present.

Assuring you I will be glad to do all to make the meeting enjoyable not only for delegates, but for the past Presidents, I remain,

Very truly yours,
Garry A. Willard.

⁂

THE FRANKLIN-TYPOTHETAE OF CHICAGO.

Important Business Presented at Meeting Held January 28, 1916.

The January meeting of The Franklin-Typothetae of Chicago was held at the Advertising Association Club rooms, Vice-President, J. Harry Jones, presiding.

The speakers, the attendance and the dinner were all in happy harmony and as a result a very profitable and enjoyable evening was spent.

Mr. Joseph A. Borden, Acting Secretary of the United Typothetae and Franklin Clubs of America, delivered a very able address on, "Collective Interest and Collective Action." Mr. Borden referred to the past, the present and the future of the industry, making a powerful appeal for the application of the Golden Rule, which is more and more becoming an essential business qualification.

Mr. Borden invited the members most cordially to make use of his office for any assistance they needed, assuring them of his heartiest cöoperation and asking for the same in return. The National office is abundantly able and gladly willing to furnish the members with information on Estimating, Cost Finding, Printing House Insurance, Trade Schools and Vocational Training, Selling and Publicity, Efficiency Standards, Statistics and Data, Credits and Collections, Fieldmens Service, Local Association Service, General Information and Monthly Bulletin. Out of all this there is not a printer in the land who can not obtain benefits to a degree unparalelled in any organization.

Mr. A. M. Hughmark, Superintendent of Bindery Operations at the Henry O. Shepard Company, gave a very interesting address on "The Things We Are Apt to Overlook in Estimating Binding," which was full of valuable advice to the printer. Among the things very often overlooked the following are very important: Time and expense of smashing on saddle stitched books, before and after gluing; extra handling of paper side covers for hard binding; extra time covering with stock that has a design that has to be held all the way round; scored covers with pasted on hinges; paper covers and cloth backs, extra time on the inside cloth back; difference in trimming various thickness of booklets and books. More time is spent in trimming a thick book proportionately than on a small one.

Mr. Alvin S. Dunbar, Manager of the Winnipeg Printers Board of Trade, was also present and gave a short interesting talk on conditions in Winnipeg. One astonishing feature of Mr. Dunbar's talk was that the same price is quoted by all bidders and the price is fixed by the Manager of the Board. The Chicago Printers would get themselves in deep water if they ever attempted anything like that.

More interest is being displayed by the members in our monthly meetings and it is the hope of the Executive Council to increase the attendance by making the meetings exceptionally attractive.

William B. Prescott Passes Away

Secretary of the I. T. U. Commission on Supplementary Trade Education Dies from Paralytic Stroke at his Office

William B. Prescott, ex-president of the International Typographical Union and secretary of the I. T. U. Commission on Supplementary Trade Education, passed away on Monday afternoon, January 24, 1916. Mr. Prescott was stricken during the latter part of May, 1915, but recovered sufficiently to return to his work and spend a portion of each day at his desk. A second stroke occurred at noon on Monday, Januray 24, immediately after he returned from lunch, and he passed away at the hospital shortly before four o'clock.

Mr. Prescott was born in 1864, at Thornhill, near Toronto, Ontario. He was apprenticed to the printing trade at the early age of thirteen, and in February, 1883, joined the Toronto Typographical Union, No. 91, of which he was the presiding officer for three successive terms. He also filled several other very important positions in labor matters. In 1891 he was elected to the presidency of the International Typographical Union, the youngest man to fill that positon, and served continuously until 1899. During these years he distinguished himself by the manner in which he handled the different disputes arising between the members of the union and the employers. He made a close study of all questions bearing on economics, and his wide knowledge of that subject led to his being appointed secretary of the I. T. U. Commission on Supplementary Trade Education at the time that Commission was created. In this connection Mr. Prescott constantly urged a more thorough training of all apprentices to the trade.

William B. Prescott, Deceased

In January, 1913, Mr. Prescott was elected vice-president of the Chicago Trade Press Association, which position he held until he was elected to the presidency in January, 1915. He also took an active part in the various employers' organizations of the printing industry during later years.

Probably no other man was better posted on organization and labor matters than was "Billy" Prescott, and surely no other man was better known and more highly respected, and his passing leaves a gap that will be hard to fill.

The funeral in Chicago on Thursday, January 27, was very largely attended by representatives of the different organizations with which he had been affiliated. The deep friendship and respect in which he had been held, was manifested by the attendance and by the many rich floral offerings, in wreathes, tasty designs and boquets, that banked the casket. The remains were taken to Toronto, his old boyhood home, for interment.

Mr. Prescott was a true and earnest worker, a lover of his fellowmen and of the callng which he faithfully served and truly honored. He was a true gentleman and comrade, always kindly and considerate. Overwork, under the fragile physical condition since the first paralytic stroke that he suffered in May, 1915, was given as the direct cause of his death. He seemed to gain in health and strength and neither he nor his friends realized any threatening danger but rather looked forward to many years of activity. In death he looked as one who had peacefully fallen to sleep in the fulness of bodily vigor. There was a restful expression in his strong face that made one to think only of his passing as the natural solution of the mystery of living. Life, and not death, is, after all, the great mystery.

* * *

RESOLUTIONS OF RESPECT.

Copy of resolutions unanimously passed by the chapel of the Henry O. Shepard Company at a special meeting held for that purpose on Wednesday, January 26, 1916.

Whereas, It has pleased the Supreme Ruler of this universe to take from our midst our long-known and esteemed fellow worker, Brother William B. Prescott, the Henry O. Shepard Company Chapel desires to express its sorrow by the following resolution:

In the sudden and untimely death of Mr. Prescott, the members of this chapel, individually, and the membership of the International Typographical Union throughout its entire jurisdiction, have sustained a most severe loss.

Mr. Prescott was of kindly disposition, and an earnest worker in the cause of trade-unionism, always seeking the betterment and uplifting of its conditions. As an editorial writer, and as secretary and member of the International Typographical Union Commission on Supplemental Trade Education, he had these objects constantly in view, and there is no question but that they were in large measure attained and supported by his efforts.

To his sorrowing relatives we extend our heartfelt sympathy.

Resolved, That a copy of these resolutions be sent to his family, to the Typographical Journal and the trade press.

John S. Stemper,
Secretary.

Philip G. Howard,
Chairman.

International Typesetting Machine Co. Reorganized--Now "Intertype Corporation"

(From Newspaperdom, New York)

THE sale of the property of the International Typesetting Machine Company, which took place at noon on the 24th instant, marked the final definite step in a plan of reorganization which has taken something over a year to bring to a satisfactory consummation. The property was purchased for $1,650,000 by the reorganization managers, Edward A. Adams, Henry E. Cooper and Richard H. Swartwout, who represented not only practically all bondholders and other creditors, but new interests hitherto unconnected with the old company. The next highest bid was one of $1,625,000 made by the Mergenthaler Linotype interests.

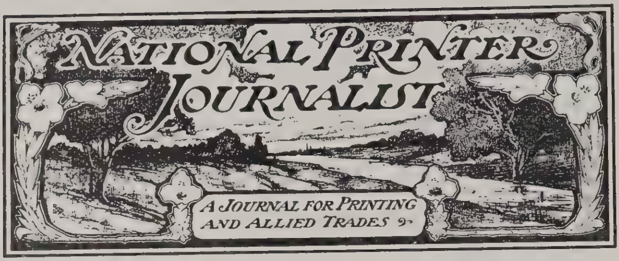
To take over and manage the property, a new company has been organized under the laws of the State of New York, under the title, "Intertype Corporation." This company has authorized capital stock of $1,500,000, first preferred; $1,000,000, second preferred and $3,000,000 common. Of this there will be issued immediately $1,000,000 first preferred; $1,000,000 second preferred and approximately $2,400,000 common. Under the plan of reorganization the new company will begin its career free from bonded and unsecured indebtedness and provided with $1,000,000 cash capital.

Charles D. Palmer, for many years one of the senior officials of the International Banking Corporation, is the president and Robert H. Montgomery of Lybrand, Ross Bros. & Montgomery, is treasurer. The operations and policy of the new company will be determined by the board of directors, which will be composed of the following: Edward D. Adams, former president Northern Pacific R. R.; W. F. Bull and Richard H. Swartwout, members of the firm of Swartwout & Appenzeller; George C. Haigh, vice-president American Exchange National Bank; Erskine Hewitt, Charles D. Palmer, Marsden J. Perry, chairman board directors, Union Trust Company, Providence; Henry Ruhlonder, former partner in Speyer & Co., and William Shiliaber. The greater part of the credit for the successful reorganization of the old company is undoubtedly due to the untiring efforts of the new president, Capt. Charles D. Palmer. Captain Palmer has during the term of receivership worked unceasingly in behalf of the company and has succeeded in building up a highly skilled and efficient technical staff. Through his connection with the International during the receivership he was convinced of the limitless possibilities of the proposition and his work and efforts towards reorganization were crowned with success on the 24th.

The new president was born in Atwater, Ohio, in 1864, but spent his boyhood in Council Bluffs, Iowa, where at the age of fifteen he began his business career as a collection clerk in one of the local banks. He passed through the various ranks until at the age of ninteen he was acting cashier. Forsaking business, he was admitted to the West Point Military Academy, graduating in 1888. After serving in three artillery regiments he was transferred to the staff where he remained until 1901, serving in succession at Boston, St. Augustine, New Orleans and Atlanta, San Francisco, Baltimore, Chicago and finally in the Philippine Islands. He was for four years instructor in higher mathematics at West Point. The latter part of his service consisted almost exclusively in organization work in the supply and transportation departments, where his genius for organization stood him in good stead. At the expiration of the Spanish War in 1901 he resigned from the service and, joining the International Banking Corporation, was shortly appointed as assistant to the president, which position he has held to date.

In the summer of 1914 his attention was drawn to the International Typesetting Machine Company through advances made by the International Banking Corporation, the Central Trust and Savings Company of Philadelphia and two London banking houses. On account of his knowledge of its affairs acquired in this connection, he was requested by Erskine Hewitt, when the latter was appointed receiver in December, 1914, to become his associate in making the preparations necessary for a reorganization of the company's affairs. There grew from this the close connection with those already interested, and the thorough knowledge of its needs and operation naturally led to his selection as head of the new company.

(Advertisement)


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
ADVERTISING RATES promptly furnished upon application.
CHICAGO ILLINOIS, FEBRUARY 1916

> "I am not bound to win, but I am bound to be true; I am not bound to succeed, but I am bound to live up to what light I have. I will stand with anybody who stands right, keep with him while he is right, and part with him when he is wrong."
>
> —Abraham Lincoln.

Letters from President Rountree and Secretary Schlosser announce that arrangements are progressing in a most satisfactory manner for the Convention of the National Editorial Association, in New York City, June 19, 20 and 21. The program of papers and addresses will be of the highest character, covering all departments of newspaper-making and printing, by the very ablest and most progressive of the calling. There will be helpful instructions in the papers and addresses that will be worth many thousands of dollars to every active member. All that will be shown in New York, Connecticut, Washington and Virginia of the wonders in printing and publishing, and in all else that pertains to modern industries, through the wonderful perfection and utility of invention and machinery that place the graphic arts and allied industries in the front rank of progress and achievement, as well as all the attainments of men on sea and land, in the arts of war and peace, in shipbuilding, in architecture, in transportation facilities, and manufactures, will prove of surpassing interest and of unmeasured worth. The great museums and art galleries will be open to the editors and all else on harbors and rivers, at ocean beacehs and summer resorts, and at historic places, that contribute to refinement, knowledge, amusement, and intelligent pleasure, for the time being, will be owned by the promoters of information and dispensers of news. These are only general terms, but in the March issue of the National Printer-Journalist the whole bill of particulars will be presented in detail. It will be the greatest, most complete, and delightful combination of convention, travel, sightseeing, entertainments, and social enjoyments, in the history of the National Editorial Association. This is saying a good deal, but in all truthfulness and soberness. A thousand delegates should be present. The occasion will prove a liberal and broadening education to everyone in attendance.

* * *

It is only a little over three decades since a special course of instruction in departments or schools of journalism, was first advocated by the President of the Minnesota Editorial Association, and, a little later, a campaign inaugurated in the National Editorial Association for such professional journalistic education in special colleges, or departments of universities. It was also proposed from the first that admittance to the practice of this most important of all the professions to the people individually, to the public, and to the state, and to all free governments "of the people, by the people, and for the people," should be through examination and proof of preparedness, and of good moral character, as in the profession of law, for those who are to be admitted to practice in the courts as attorneys, under oaths of fidelity, loyalty, honesty, and as, in no restricted sense, officers, to see justice done between court and clients.

Now it has been proposed by a prominent speaker, Mr. Alfred Hanchett, of Duluth, before the Minneapolis Advertising Forum, that advertising be made and recognized as a profession, "through standardization of educational requirements necessary to enter the ranks of advertising men, and through much more thorough preparation for the work."

He called "Advertising an educational need," "an education in practical things," and suggested "that the government is not making use of advertising for the education and development of its people as it might be used."

Schools of journalism were first advocated in Minnesota in July, 1884, by the President of the Minnesota Editorial Association. As the North Star is the guide at night, it is fitting that the North Star State should mark the way along the line of modern progress.

* * *

Printed on pink paper, the "Twenty-seventh Non-Resident Issue" of the Wayne County Press of Fairfield, Ill., February 3rd, is filled with all the warmth of old friendships, happy recollections, and a world of broad information, in communication of "Wayne's Wanderers," coming from Cape Cod to Olympia, Saskatchewan to the Canal Zone. These wanderers' editions are rightly gaining a popularity among newspaper publishers. They appeal to kindly sentiments and are filled with human-interest incidents that are fond to the hearts of the old-time friends when aroused recollections call them to view. It is wonderful, in some instances, how whole neighborhoods have moved to distant homes. Some of the communications read like nighborhood news reports. It is pleasing to notice how many have greatly prospered by moving to new homes. This is a great continent, still offering new opportunities. No one needs to be deprived of the good things of life. If opportunity has not been seized in the old home, there is opportunity somewhere else to be had through grasping time by the forelock.

As we previously have had occasion to remark, it is pleasing to read, in these letters to the home paper by former residents, the interesting facts as to, and the descriptions of, the broadly separated places of the whole broad land. Such reading is next in pleasure and broadening influence to actual travel, that, too, in company with some old friend of former days.

* * *

The days of strenous, political campaigns are upon us, and newspapers as disseminators of the truth, of reliable information, as teachers, interpreters, and advisers, and, in no unimportant sense, as the directors, if not moulders of public opinion, will be sought after in various ways by parties and partisans, and by those who hold and those who seek public office. This is all natural, but it should be remembered that honest independence has been proven the only right and safe principle for those who control this great modern agency that serves, or should serve, all the people, and, in order to highest usefulness, influence, good will, entire confidence and permanent sucess, must serve fearlessly, without bias or prejudice, servility, or selfish perusal or partisan control. There is nothing more certain in journalistic history than that the strictly partisan, or personal organs have died of non-support. Office seekers are forgetful and lacking in gratitude, and even when this has not proven true, the journals that have stood for the people, for the best interests of city and state, for good government and a square deal, have been the papers that have lived and prospered and have been most useful to subscribers and advertisers and most respected and trusted by all. Service to "the organization," to the gangsters, or bosses is as unprofitable as it is wrong. The Indianapolis Forum rightly declares that which has been increasingly shown to be true:

> "To the man who has enough brains to run a daily newspaper this kind of serfdom is revolting and the continuous lie that his paper must be is a little more than he can countenance. The ethics of the organization gang, in the past, has been such that an intelligent, self-respespecting person could not support its policies.
>
> "But what happened when a journalistic pervert was found who would go the limit for the machine gang? Failure just the same. The gang did not support the paper in a degree that made it profitable and the public soon found that its pages were stamped with insincerity and perfidity and immediately withdrew its support. If a newspaper can not command the confidence of its readers its value is gone."

* * *

WILLIS L. BLACK OF THE ELGIN, ILLINOIS DAILY NEWS PASSES AWAY.

Just as the last forms of this issue of the National Printer-Journalist are being sent to the press, the sad news of the death of Willis L. Black of the Elgin News reaches this office. We were with him last summer in California and remember with a feeling of awe, a visit, with himself and party, to the grove of the "big trees" where, actuated by feelings of deep reverence, those in the party knelt while a photograph was taken of the group. He was a kindly, sympathetic, and true gentleman, thoughtful and considerate, a man who always found the best in others. He was loyal in his friendships and to his home community, and sincerely devoted to his family. He died at his home February 9th, and is sincerely mourned by all who knew him, especially by the residents of the city where he was born and which he served so acceptably and efficiently. He was specially endowed with those qualities that fitted him for the position of publisher of a home newspaper. A suitable review of his life and work will be published in the March issue of this journal.

Well Accredited Facts and Views of Business Prosperity

The National Cash Register Company's wonderful success is known everywhere, as is also the superior opportunities possessed by the Company for judging of business conditions and prospects. Since 1887, their house organ, published in varying forms, has been found reliable as to its views of business conditions. A "Prosperity Number for Merchants" is before us, and the following summary of promising prospects for business in 1916, printed on the first page, ought to be of interest and use to all newspaper publishers and to all who are, or should be, advertisers:

"Merchants everywhere tell our 800 salesmen that business is booming.

"We have had two record crops, at big prices, with big demand at home and abroad.

"We have a record mineral production.

"Stocks of manufactured material are short, and labor is in great demand at high wages.

"Exports largely exceed imports.

"Foreign competition is less than ever.

"U. S. securities are coming home.

"Factories are busy, many working overtime.

"More freight cars are needed, and steamers are taxed to capacity.

"We have the best money in the world, more of it than ever before, with easy credits.

"Hundreds of millions loaned to other nations and record-breaking importation of gold.

"Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

"Billions of dollars are passing over the merchants' counters. The people who spend this money want the best service.

"They demand it in all kinds of stores, from the smallest to the largest."

Newspaper publishers may wisely bring the attention of merchants to these facts and add that people with money in prosperous times want to know what money will buy and where to buy and where best service can be secured. Buyers, in prosperous times, are independent and not looking around to see where credit can be secured, but are ready to buy those things that will be of use or that will contribute to the comfort of themselves and of their homes, or to the efficiency of their business, printing, publishing or manufacturing establishments.

Hard times are likely to make people—printers and publishers as well as others—very careful in purchases and even to keep them from purchasing many things that might be greatly useful and profitable. Feeling constantly the lack of funds, they are very likely to neglect inquiry and to remain in ignorance as to anything along the lines of improvements or anything that is new, deciding to get along with the old, though at a loss, rather than run the risk of any added expenditures or the incurring of any new obligations.

In good times the habit of mind formed by pinching conditions can be changed through proper enlightenment by means of effective advertising, and buyers can be brought to see that greater prosperity can be secured through wise purchases and greater preparedness and more abundant equipment, to take advantage of and to meet the demands, and the possibilities coming from the increased ability to purchase, and the fostering of desires to make the most of prosperity and abundance.

Hamilton Manufacturing Co., Two Rivers Wis.,
Januray 28, 1916.

B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

Dear Mr. Herbert: We are in receipt of your favor of the 26th; also reprint of remarks made by the National Cash Register Co. in their "Prosperity Number for Merchants."

We are heartily in accord with the statements made by the National Cash Register Co. There is no question whatever but what we are facing an era of prosperity which possibly will exceed anything we have known heretofore—at least that is our opinion. The timid printer is not going to get the full measure of return from ths prosperity, largely because of inside conditions in his plant. By this we mean, while he may get the orders and at fair prices, his plant is not on an efficient basis and consequently the profit which is rightfully his will be eaten up in the lost motion prevalent in his plant.

Many printers are waking to the possibilities along the lines of real efficiency in their shops and in the past few months there has been a noticeable increase in the inquiries and orders received from printers who have finally become convinced of the need of such work in their organizations. Business is good and it is going to be better.

Here's hoping the majority of the printing fraternity will take advantage of the coming rush of business and prepare themselves to do it justice.

Yours very truly,
THE HAMILTON MFG. CO.
Thos. W. Suddard.

C. I. Johnson Manufacturing Company, 48-50 East Third Street, St. Paul, Minnesota, Jan. 28, 1916.

B. B. Herbert, Esq.,
National Printer-Journalist, 4618, Ravenswood Ave.,
Chicago, Ill.

Dear Sir: We have yours of the 26th.

Have been rather fortunate, ourselves and the year of 1915 finished up with the record for the largest amount of sales of any year since we have been in business, and naturally we feel rather optimistic ourselves, so none of the remarks seem out of proportion in that circular of yours.

We haven't been doing any retrenching during the last two years; in fact, have added to road men in that time.

Yours truly,
C. I. JOHNSON MACHINERY CO.,
per W. I. Johnson.

Dear Mr. Herbert: I have read the National Cash Register's summary of business conditions and found it pretty accurate. Suddenly from the dump-heap of discontent the business of the country, spurred on by the influences of crops, war and foreign trade balances has sprung into bloom and seems sure to expand rapidly and steadily, without any of the dangerous excitement of boom times. The future looks good.

BARNHART BROTHERS & SPINDLER,
W. H. French.

Office of the Harris Automatic Press Co.,
Niles, Ohio, February 2, 1916.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago, Ill.

Gentlemen: Referring to yours of the 28th ultimo with enclosure. It is our opinion that continued hard time talk and publicity does more than anything else to create an atmosphere of gloom, while the kind of information contained in your article cannot help but have the opposite effect.

We have nothing particular to add to what you have said, but business in our own plant is booming and has been very satisfactory for a good many months. In fact, this entire section is having a business boom, which we believe is very satisfactory to practically every manufacturing concern.

We feel that 1916 is going to be a very big year for American manufacturers, and that printers and the allied industries are bound to reap their share of the benefits and profits.

Very truly yours,
THE HARRIS AUTOMATIC PRESS CO.,
H. A. Porter,
Sales Manager.

Office of Wanner Machinery Company,
Chicago, Ill., February 2, 1916.

National Printer-Journalist, 4614-4620 Ravenswood Ave., Chicago, Ill.

Gentleman: The business prosperity is surely reaching the printers. When we are working in the office at night, we see the printing districts from our windows lit up showing how many offices are running nights.

One of the large printers came in the other day and stated their business last month was the greatest in their history and they do a business of over $5,000 a month.

One of our neighbors, who has seventeen presses, just added five more, and is very busy.

The printing business surely deserves some prosperity and we hope to share it with them.

Yours truly,
WANNER MACHINERY CO.
By A. F. Wanner.

Globe Engraving & Electrotype Co., Chicago, Ill.,
January 28, 1916.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago.

Gentelmen: We are in receipt of yours of the 26th inst. asking for an expression from us as to our idea of the prospects of business for the coming year. Replying we have to say that our business for the last year was slightly better than any previous year, but as a whole did not seem satisfactory, as it was a feast or a famine most of the time and competition was unusually keen.

Present indications are that we will be busy and the customers, having more confidence, will decide as to what they want to do, far enough in advance to have the work done properly.

We think the situation in the United States is better than ever before and everyone in business should appreciate the peculiar advantages that are ours and have the confidence to reach out for business and make use of the Printers' product.

Yours sincerely,
GLOBE ENG. & ELECTRO. CO.,
Geo. H. Benedict.

Office of The Challenge Machinery Company,
Grand Haven, Mich., Jan. 29, 1916.

Mr. B. B. Herbert, Editor, National Printer-Journalist,
4618 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert: In reply to your favor of the 28th inst. would say the "Signs of Prosperity" you quote from the National Cash Register Co.'s house organ, are undoubtedly true and should be very convincing.

With all of these signs of prosperity, it seems to us that printers generally are bound to get their full share if they are ready to take complete advantage of the times. The only way in which they can be ready is to see that their equipment is in order and up-to-the-minute from the standpoint of production and quality of output. It is an old adage "In times of peace, prepare for war," and just so we think progressive printers should, during the comparatively dull times take due note of any coming improvement and immediately purchase and install equipment that will enable them to take care of the rush when it arrives.

Sincerely yours,
THE CHALLENGE MACHINERY CO.,
J. Edgar Lee, Treas.

Office of The Bucher Engraving Company,
Columbus, Ohio, Feb. 3, 1916.

National Printer-Journalist, Chicago, Ill.
Attention Mr. B. B. Herbert.

Gentlemen: Briefly we might state that in the activity in buying illustrations for catalogues and other uses by manufacturers in the Middle West and Eastern States, which we serve, there must be a great commercial boom, as we have been working more than capacity for the past several months. In fact, we found 1915 throughout a very good year, and the indications are that 1916 will be even better. The manufacturers seem to be of this disposition and are going after the business with well printed and carefully designed stuff.

Very truly yours,
THE BUCHER ENGRAVING CO.,
H. Bucher.

J. W. Butler Paper Company, 221 to 229 W. Monroe St., Chicago, Ill., Jan. 16, 1916.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago, Ill.

Attention of Mr. B. B. Herbert.

Gentlemen: In response to your letter of the 15th, we are glad to give you in a few words our opinion of business conditions as we find them.

It would be folloy for us to say things are normal because they are not, but if the printing business is a dependable barometer, we can see the fog of depression fast clearing from the skies.

We are realizing that our first impression of that terrible struggle among humanity in Europe, was wrong so far as its legitimate effect upon our business here in the States is concerned. A revival of old-time confidence is coming back quickly; and why shouldn't it? There is every natural reason for prosperity. The seed for good business for all of us is planted. It remains only for us to cultivate it. The voice of optimism is being heard above the din of pessimism which was not the case nine or twelve months ago. That is always a forerunner of prosperous times.

We wish the National Printer-Journalist many more years of prosperity and congratulate you upon the constructive work which you are doing for the printing craft.

Yours truly,
J. W. BUTLER PAPER COMPANY,
E. A. Julius,
Advertising Manager.

Office of Oswego Machine Works,
Oswego, N. Y., Jan. 29, 1916.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago, Ill.

Dear Mr. Herbert: Acknowledging your favor of the 27th instant, I am returning the enclosed printed comment of the National Cash Register Co. on general business conditions herewith and heartily agree with the sentiments contained in that article. As a matter of fact, in the May, 1915, issue of the Master Printer I am already on record with a letter I wrote to the editor on this subject and my personal views concerning the immediate future, which have been so happily realized in the present rush of business.

I am surpised to read the last few lines of your letter, which indicate that there may be some members of the trade who are looking at the present too conservatively. A most successful American business man once said that any one who lacked faith in the ultimate commercial growth of the United States would probably not succeed very well in his own affairs.

If I hear and read correctly, the present trade opportunity to the United States and for a long time to come, is greater than most of us have capacity to imagine. Even without the best foreign markets which are now offered to American products, the normal increase in population and wealth and demand for increased and better service in our United States alone will tend to make for increasing business, no matter what intermediate lulls may temporarily sink that business below the normal level.

The simplest and best way to comprehend what has taken place and which in all probability, based on the previous facts, will take place, is to look at a graphic chart which shows at a glance without having to wade through confusing figures the constant and normal and healthy increase in all general business of the United States.

There will undoubtedly be a "slump" at the end of the war, but this will be only so that the world can catch its breath to go ahead with still greater efforts to restore and to produce.

In addition it is not generally realized what a tremendous demand for manufactured products of all kinds and of all countries is being generated now by the new railway developments in countries hitherto without transportation facilities.

To "keep close to shore" is always most excellent advice, and while "coasting trade" may do for little ships, the big prizes in commerce have come to those mariners who dared set sail farther out.

With best regards,

Yours very truly,
NEIL GREY, Jr.

"THE MODERN PRESS,"

by Robert Hoe, is a new little booklet, printed with perfect impression on very hard book paper, bound in flexible cloth cover, for private circulation. It is intended, evidently, for all who are interested in securing an efficient, rapid newspaper press, meeting the modern requirements of large daily papers with increasingly large circulations. The reasons for and the history of the development of the Tubular Press are clearly set forth, in part, as follows:

"As originally constructed, the type and impression cylinders of the Tubular Press were both the same size or 7¼ inches in diameter for a page 22¾ inches long. Experience has demonstrated that with a larger impression cylinder, the paper does not wrap around quite so closely, and allows the web to flow through the press more freely, so that now all the impression cylinders are made 14½ inches in diameter or just twice as large as the type cylinder.

"The plates are cast in the form of a tube with a narrow slot or opening, and are slipped over the end of the cylinder. The method of supporting the cylinder to allow for putting on the plates while at the same time holding the cylinder rigidly in place, is perhaps the most important feature of the press. The bearings for the type and impression cylinders for each printing unit are cast in one piece, which is bolted firmly to the frame in such a way that the impression cylinders are supported by an extension of this bearing. This casting weighs 215 pounds. It is made of crucible steel having a tensile strength of over 75,000 pounds to the square inch, and it would require a total pressure of 420,000 pounds to strain it. It is so hard that it is almost impossible to machine it, and tools made from the finest quality of high-speed steel must be used. These bearings never have broken and never can break, and they hold the cylinders so rigidly that there is absolutely no vibration.

"The more compact the press is, the faster it will run, because there will be less vibration and less chance for cylinders and rollers to sag. Every cylinder and roller in a Tubular Press, printing from a four-page-wide paper roll, is only two pages wide. This means that they are much stronger in proportion than those used in other four-plate-wide presses, for every inch in length adds enormously to the chance for spring or sag. For this reason the Tubular Plate Press is more rigid, and consequently better printing can be obtained from it at high speed than from any other four-page-wide press that has yet been constructed.

"Considering again the matter of simplicity and economy, a little more than half as much composition is required for a 24-page Tubular as for a semi-cylindrical plate press that produces a 24-page paper in the same time, or, to be accurate, a little over 16,236 cubic inches of composition against 27,162 cubic inches of composition for the semi-cylindrical plate press. These rollers have another advantage because they revolve oftener and, therefore, the ink is more evenly cut up and spread over their surfaces.

"The ink distribution of the Tubular is far better than on the ordinary pewspaper press, because it approximates more nearly the distribution used on presses for high-grade halftone printing. Instead of the composition rollers vibrating, the ink drums vibrate, and as one of them is in contact with both the form rollers, it helps to keep the film of ink on them smooth and uniform and eliminates the streaks or light lines in heavy cuts.

"For convenience in handling and ease of adjustment, the short rollers are unquestionably a great improvement over the long, unwieldly, four-page-wide ones.

"The folder is of the latest and most approved rotary high-speed design, and while embodying all the advantages of every other high-speed folder, has the additional advantage of almost instantaneous adjustment; something that will be appreciated by every pressman.

"The subject of lublication is well understood although often neglected by the manufacturer. It is only necessary to say that this has received the same careful attention as all the other details of construction.

"A 24-page Tubular Plate Press can be plated in less time than it takes to plate a semi-cylindrical plate press of equal capacity. There are two excellent reasons for this difference; first, because there are only half the number of plates to handle, and they are lighter; second, because it is not necessary to start and stop the Tubular as often as the semi-cylindrical plate press.

"A semi-cylindrical plate press or a Tubular Plate Press, printing in a given time the same number of papers with the same number of pages, uses the same amount of ink and paper, and the surface speed of all the rollers and cylinders is the same regardless of their diameters.

"Thirty-thousand 24-page newspapers, whether printed on the Tubular or on the semi-cylindrical plate press, if the pages are 22¾ inches long and 18¼ inches wide, use exactly 2,075,937 square feet of paper, and if these thirty-thousand newspapers are produced from one folder in one hour, it is manifest that the speed at which the paper travels through the press will be the same regardless of the style of press or the number of plates on the cylinders. In other words, the contention that the Tubular Plate cylinder must travel at twice the speed of a two-page around cylinder is not true, for the actual operation of printing is done at the same speed in either case. We all know, however, that the speed in itself at which the printing is done does not always determine the quality of the printing. It is because small errors are multiplied when running fast that there is trouble; uneven composition rollers; cylinders or rollers out of balance; plates not mechanically perfect; rollers sprung out of true; variable or imperfect paper tension; poor paper; improper ink; these are some of the problems to be overcome in order to secure greater speed."

* * *

AWAKENING TO VALUE OF JOURNALISM EDUCATION

Minnesota has been behind other states in the appreciation of the value of education in newspaper making and in the arrangement of a school of journalism in the State University, though such schools, for several years, have indicated their worth in great services rendered to other universities, as well as to the members of the calling, to the newspapers and to people. Editor Roe, one of the progressive young men, under the caption, "Just Human Nature," in the January 21st issue of the Northfield, Minn., News:

"Several years ago farmers ridiculed the idea of going to school to learn more about farming. Very few of them scorn schooling now. Several hundred farmers attended the week of lectures and demostrations at the University farm last week.

Now there is a movement for the retail merchant to go to school and study modern problems. The old-time storekeeper smiles wisely and stands pat on the experience agained behind the counter. But the short courses for merchants is growing in popularity and usefulness because it has proved its value.

The next step is to get the editor and printer into the class room. A department of journalism is in the making at the state university and efforts are being made to get the editors of the state in closer touch with their university. The plan is ridiculed by a few with much the same arguments that the farmers and merchants short courses were—for human nature is much the same in all vocations.

* * *

INTERNATIONAL TYPESETTING MACHINE CO. SOLD

The plant and assets of the International Typesetting Machine Co. were sold under foreclosure on the 25th inst. Purchase was made by the managers of the reorganization committee for the sum of one million six hundred and fifty thousand dollars.

It will be remembered that something over a year ago, the Company went into the hands of a friendly receiver to protect its interests, Mr. Herman Ridder, President, finding himself and the company hard pressed owing to unfavorable conditions manifested at that time both abroad and at home, Mr. Erkskine Hewitt, a well-known man of business, was appointed receiver. Under his charge, the affairs of the company were so satisfactorily carried on that not only were all the expenses met but a satisfactory profit was made on the business transacted.

It is also interesting to learn that notwithstanding the handicap under which the receiver was working, the business has assumed normal proportions.

The reorganized company will be known as the Intertype Corporation, having a capital stock of five million five hundred thousand. Announcement will be made shortly of the executive officers and board of directors. The new company will have ample working capital, while the output of the factory will be increased.

Intertype users in particular and the printing public in general are pleased and relieved at the announcement of the stability of the new company.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS an introduction to this department of Newspaper Criticisms, allow me to consider first the following appreciable letter from a beginner, which has been in my possession for some time:

Manson, **Iowa, April 8, 1915.**

O. Byron Copper, De Soto, Wis.

Sir: Under separate cover I am sending this week's of the Manson Democrat, with the ads that I set marked. I have read some of your criticisms in the National Printer-Journalist and have at last got up courage to write you and to send you work.

Ad-setting is about all I have done, and, as I have worked at the trade only a little more than three years, doing "deviling" and boxing most of my time, the past year and a half, I believe you will overlook most of the defects—but tell me about them.

This week we were short a man, so I was called upon to set the ads marked in the paper. I can't tell how long it took on any one ad, but the first one I set—the Boston Store ad—which was about four hours.

If you can do so, I wish you would write me your criticisms and mail in enclosed envelope.

Thanking you for the time I have taken, and looking forward to the answer, I beg to remain,

Yours truly,
H. M. GRICE.

The foregoing letter calls me back in memory to the time as a kid (then foreman (?) of a country newspaper and job office) when I, myself, first screwed up courage enough to submit some specimens of my composition to one of the craft's greatest critics.

It was fear and trembling that I did so, instinctively shrinking from the humiliation which I felt would be my lot in case the critic's comments might prove adverse. I did not then realize that such criticism is no disgrace; for the work of even the best of us is often open to criticism—I mean, is often fraught with faults, or it may be wiser to say, with features or freaks recognizable as faults by other eyes than our own.

Is it not true that most of us in looking over this year a collection of samples of printing which we did last year, or the year before, find many a glaring error in composition, design or display, which entirely escaped our notice at the time of creation?

And again, how often has a friend casually called my attention to errors in my work to which I had remained blissfully blind until he had discovered it for me. In such cases it surely were not a folly to be made wise, even though ignorance were blissful.

And it was just so with those specimens I vided there is anything really the matter with looked good to me; and the critic had the kindness to say: "In the main, your specimens are all right, but——" and here came the beneficial part of that review, for thereupon Mr. Ralph proceeded to point out the weaknesses in my work. It is needless to say that I never again committed the same error.

Thus, you see, the critic does his best work when he tells us of our blunders—when he tells us wherein we are wrong and suggests the proper course. It is like calling in a physician when one is ill. The doctor who looks us over and humors us in our whims is not the one who is apt to do us the most good, pro- submitted years ago to Ed. S. Ralph. They us. But our benefit will come from the one who administers the bitter potion, or applies the cruel knife. These heoric remedies may hurt; but they also cure.

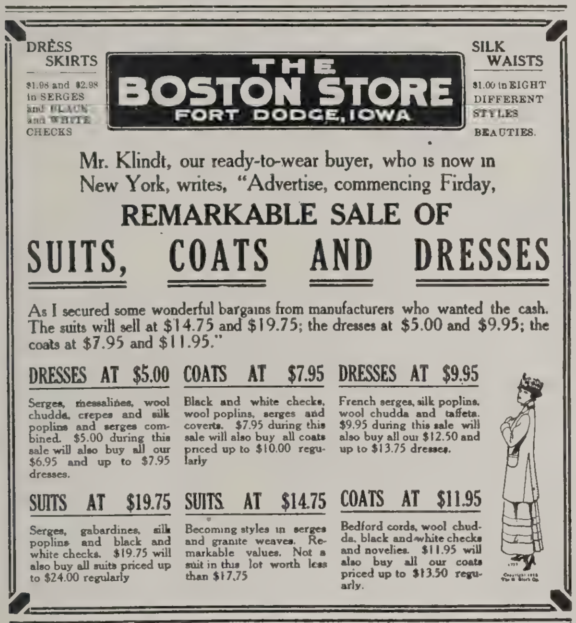
It may be the critic's privilege to praise where praise is warrantable; but it is his duty to condemn when errors are apparent.

And just another point ere I turn my attention to the business of examining these ads from Brother Grice: That is his request for private advice or criticism by mail.

I can readily appreciate the motive and the reasons back of such a request; but, as I have often explained before, the beginner of such a practice on my part, had I the time and inclination to do so, would practically defeat the very purpose for which my services are engaged by the National Printer-Pournalist.

The only reason why the publishers of this excellent journal employ me as their critic of newspapers and advertisements is to secure something useful and entertaining for their pages; and the only way by which I can hope to fulfill my employers' purpose is by securing specimens for public criticism through these columns, whereby, if my humble efforts are at all beneficial, the greatest good is accomplished, because then not alone the contributor reaps a benefit, but all who read, as well.

The ads marked as the work of this contributor are so great in number that to examine each of them is impracticable; hence I shall herewith reproduce the one I consider the best of the collection and confine myself to the consideration of it alone. (Exhibit No. 1) while, in the main, this advertisment is well enough, in detail there are various features which reveal the touch of the novice. In the first place, the ad is well laid out, the fact that the name-plate occupies a prominent position at the top being particularly commendable; but the two little squibs at either side of this name-plate are decidedly "ragged" and unsymmetrical. Had these been set within small rule boxes, conforming to the depth of the plate (which I think could have been done by reducing the caps to lower case and adding a few words, if necessary, to that on the right hand side) the improvement would have been remarkable. The first two lines following the name-plate should have been set in the same size of type as the paragraph which follows the chief display, the first line being held down to about the same length as the lines of the couplet as it now appears, or a trifle longer, and the second line being considerably shorter. This treatment would permit the setting of the display, "Remarkable Sale of Suits, Coats and Dresses," all in one size and face—say 36 point, Caps and Lower Case, of the regular Bold Cheltenham, if available, omitting the double underscores. The balance of this ad is all right, except that each of the three headed blocks, or paragraphs, should have been respaced, or run back, or, if necessary, remodeled in wording, so that each of those adjoining one another in the two groups would have consisted of an equal number of lines. Referring again to the paragraphs at both ends of the name-plate, in case it were felt that to empanel them were too laborious a suggestion, then they should have been squared up better, and, omitting the underscores, and reducing the heads to a single line, should not have been allowed to occupy a greater depth than that of the plate.



DRESS SKIRTS

$1.98 and $2.98 in SERGES and BLACK and WHITE CHECKS

THE BOSTON STORE
FORT DODGE, IOWA

SILK WAISTS

$1.00 in EIGHT DIFFERENT STYLES BEAUTIES.

Mr. Klindt, our ready-to-wear buyer, who is now in New York, writes, "Advertise, commencing Firday,

REMARKABLE SALE OF

SUITS, COATS AND DRESSES

As I secured some wonderful bargains from manufacturers who wanted the cash. The suits will sell at $14.75 and $19.75; the dresses at $5.00 and $9.95; the coats at $7.95 and $11.95."

DRESSES AT $5.00

Serges, messalines, wool chudda, crepes and silk poplins and serges combined. $5.00 during this sale will also buy all our $6.95 and up to $7.95 dresses.

COATS AT $7.95

Black and white checks, wool poplins, serges and coverts. $7.95 during this sale will also buy all coats priced up to $10.00 regularly

DRESSES AT $9.95

French serges, silk poplins, wool chudda and taffeta. $9.95 during this sale will also buy all our $12.50 and up to $13.75 dresses.

SUITS AT $19.75

Serges, gabardines, silk poplins and black and white checks. $19.75 will also buy all suits priced up to $24.00 regularly

SUITS AT $14.75

Becoming styles in serges and granite weaves. Remarkable values. Not a suit in this lot worth less than $17.75

COATS AT $11.95

Bedford cords, wool chudda, black and white checks and novelies. $11.95 will also buy all our coats priced up to $13.50 regularly.

Exhibit No. 1

✧ ✧

A deplorable calamity has befallen me—the like of which I have never experienced before during all the years I have been writing these paragraphs for this journal, and, human-like, I've got to confide my troubles to others. The pile of papers which I, like a miser with his gold, had been treasuring up, adding thereunto from day to day, with gleeful anticipation of what a dandy department for the November National Printer-Journalist I was going to be able to create, was ruthlessly seized by another of my family and given away to a neighbor as "old papers." Luckily, I discovered my loss soon afterward—but not soon enough, for before I rushed upon him, breathlessly demanding the return of my valuable budget of papers, the neighbor had used a number of them, quite unconscious of the fact that they were a cherished lot. I rescued but a few of my poor specimens—and various letters from my patrons, together with a sheet or two of "copy," over which I had burnt midnight oil and expended weary brain energy, were gone, too. This dire incident so disheartened me that, not until now, two months later, have I had the courage to pick up the fragments and endeavor to patch up the ragged gap in history. Once in the past I recall Brother Woodworth recounted some such a catastrophe as having overtaken him—and once, too, some years ago when I was trying to eke out a miserable existence in a Chicago boarding house, I narrowly reclaimed my newspaper specimens from a fireplace into which the housemaid had thrust them, thinking them worthless. Fortunately no fire was in the grate. But this is the first real loss of specimens I have suffered, hence, I presume I should count myself fortunate and try and make the best of it. All contributors who read this and remember having sent me matter intended for review, prior to November 1st, will confer a great favor by duplicating the contribution, if possible; and I particularly invite Editors C. J. Johnson of the Wisconsin Leader, Merrillan, Wis., and M. F. Walsh of the Harvard, Ill., Herald, to supply me with new copies of their excellent publications, as I have their esteemed letters, but find that their papers are among those lost.

◆ ◆

Tawas City, Mich., Oct. 29, 1915.

O. Byron Copper, De Soto, Wis.

Dear Sir: I have been a reader of the Printer-Journalist for several years and have found the criticisms in this department both interesting and profitable.

Should you find time to look the enclosed advertisements over and criticise them, I feel sure that I shall receive some helpful suggestions. Thanking you for your time I have taken, I remain,

Yours truly,
PERCY THORNTON.

Brother Thorton's ads are neat, tasty and simple, as the accompanying reproductions (Exhibits 2, 3 and 4) will amply prove. This compositor has the right idea in adhering to lines of simplicity in his work; but he should tighten up a bit on his masses. He introduces a trifle too much white space between lines in both his black (display) and his gray masses (body portions) and thus fails to secure the proper contrast between the two. Strength in advertisement composition is secured, not by the employment of large type, necessarily, nor by distributing streaks of white between lines throughout the specimen, but by grouping the various type masses, and surrounding and separating these groups by pure white space.

FARMERS!

Bring your ***Cream*** this way, we will pay the Best price obtainable at any creamery in the state, which means the highest market price for your product.

We are also in the market for ***Fresh Eggs*** the year round and will pay you the highest market price at all times.

Tawas Butter Co.
Tawas City, Mich.

Exhibit No. 2

FARMERS

We are now ready for business and are in the market for your produce of all kinds. We buy

Hay, Grain, Beans
Potatoes

and in fact anything you raise. Call and get our prices before selling elsewhere.

We Also do Feed Grinding

McIVOR ELEVATOR CO.
McIvor, Mich.

Exhibit No. 3

At the Corner Store

Saturday Only

Buy your Sugar while the market is down.
24 lbs. granulated $\$1^{\underline{50}}$

A full size package of Rolled Oats . . . 20c

Next week will be Coffee Week
See the windows

W. J. Robinson
Tawas City, Mich.

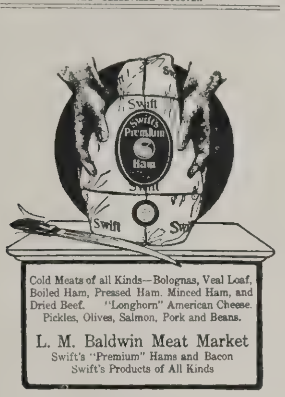
Exhibit No. 4

Brother Thornton, I can see, has a good conception of this idea, but, as a rule, he still distributes a little too much between lines, as I intimated before. His idea of display lines, such as in evidence in exhibit 4, should be eschewed, as this treatment virtually detracts from, rather than adds to, the strength of the line—or, in plainer language, palpably defeats its own purpose.

◆ ◆

I do not know whether I have previously praised Brother E. R. Admanson's bright little idea as embodied in his Belleville Booster, or not. If so, well and good; it is worthy of more; if not, more's the pity. This E. R. Admanson I am writing about is he of Belleville, Wisconsin, who advertises his shop as "the best equipped newspaper office in Wisconsin for a town of this size," all of which I am prepared to believe is truthful, for his shop has a linotype and practically everything else in the line of up-to-date machinery. The first issue of the Booster came out last July, and I presume, subsequent editions have followed and will continue to follow from time to time, as opportunity and need offer. The object, as set forth in an editorial introduction, is to inform folks where trade marked and nationally advertised goods can be bought locally. True to the purpose, therefore, the little two-column pamphlet (for such the Booster is) is replete with ads of local retailers, exploiting well known wares, such, for instance, as Kellogg's Corn Flakes, Swift's Premium Hams, Hire's Root Beer, Arrow Shirts, Welch's Jell-O, etc. Every alternate page of the pamphlet contains straight matter—and the term was never more appropriate—for a lot of it is straight talk—all about the advantages of buying at home an the advantages of the home town. Brother Admanson is a resourceful newspaper man—a man of ideas and a hard worker in his calling for the aggrandizement of his home town. Thus he must be a good and valuable citizen, and has played no small part in the regeneration of Belleville for which the town has no mean fame. Exhibits 5 and 6 are a couple of the Booster's nifty advertisements.

THE BELLEVILLE BOOSTER

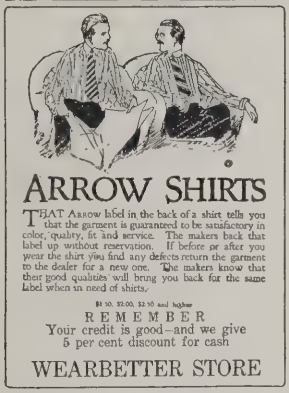


Cold Meats of all Kinds—Bolognas, Veal Loaf, Boiled Ham, Pressed Ham. Minced Ham, and Dried Beef. "Longhorn" American Cheese. Pickles, Olives, Salmon, Pork and Beans.

L. M. Baldwin Meat Market
Swift's "Premium" Hams and Bacon
Swift's Products of All Kinds

Exhibit No. 5

THE BELLEVILLE BOOSTER



ARROW SHIRTS

THAT Arrow label in the back of a shirt tells you that the garment is guaranteed to be satisfactory in color, quality, fit and service. The makers back that label up without reservation. If before or after you wear the shirt you find any defects return the garment to the dealer for a new one. The makers know that their good qualities will bring you back for the same label when in need of shirts.

$1.50, $2.00, $2.50 and higher

REMEMBER
Your credit is good—and we give
5 per cent discount for cash

WEARBETTER STORE

Exhibit No. 6

◆ ◆

Greenwood, S. C., Sept. 9, 1915.

Mr. O. Byron Copper, De Soto, Wis.

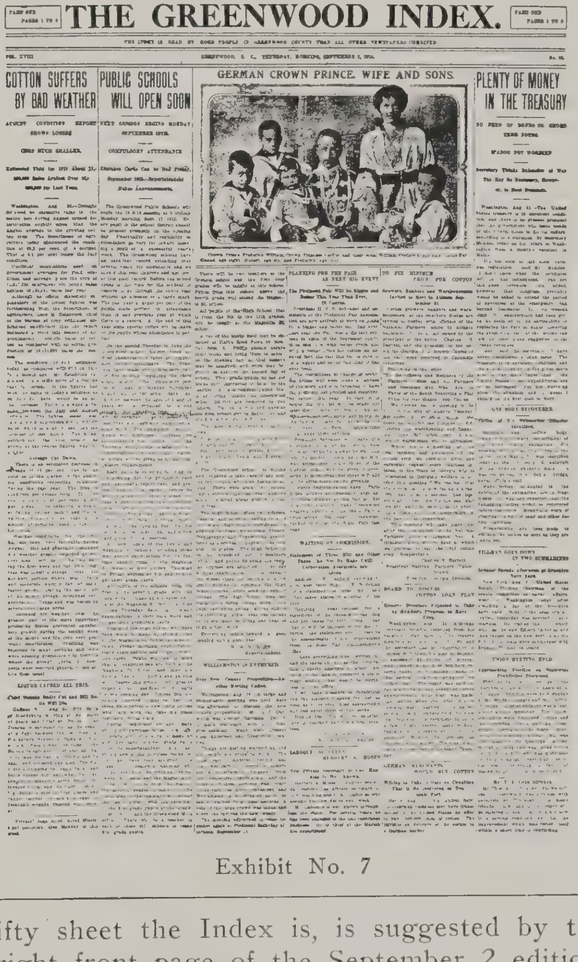
Dear Mr. Copper: It has now been some two or three years since we have sent a copy of your paper for criticism, and we are taking the liberty of sending you two or three copies of our recent issues for your inspection.

We think that we have improved our paper in a number of ways for the past year or so, and we would like to know what you think of the publication through the National Printer-Journalist. We would like particularly to call your attention to the last issue of our paper, that of September 9th, which is in no way a special edition, but simply our regular issue.

Any criticism both good or bad that you might have to make of our publication, would be appreciated and received in the right spirit.

Yours very truly,
THE INDEX PUBLISHING CO.,
Per J. S. Baily.

The foregoing missive, together with some of the papers, which accompanied it, are of the few things I was fortunate enough to reclaim from the forementioned calamity; but, unluckly, the copy of the September 9th edition is gone. I am always pleased to hear from the Greenwood Index office, because it is among the live, wide awake, progressive class. What a thrifty, nifty sheet the Index is, is suggested by the bright front page of the September 2 edition, shown here as exhibit 7. Considering first the contents of this sheet, I can unhesitatingly attest that they are superlative. The news is well handled and most abundant, better appreciated when I explain that this is a sixteen page, all-home-print, six-column quarto. Besides the news, Brothers Watson & Bailey maintain a fine editorial page and make a strong feature of "News from Over the County." Another excellent feature is a "Farmers' Page," and still another page is devoted to the



THE GREENWOOD INDEX.

COTTON SUFFERS BY BAD WEATHER

PUBLIC SCHOOLS WILL OPEN SOON

COMPULSORY ATTENDANCE

GERMAN CROWN PRINCE. WIFE AND SONS

PLENTY OF MONEY IN THE TREASURY

Exhibit No. 7

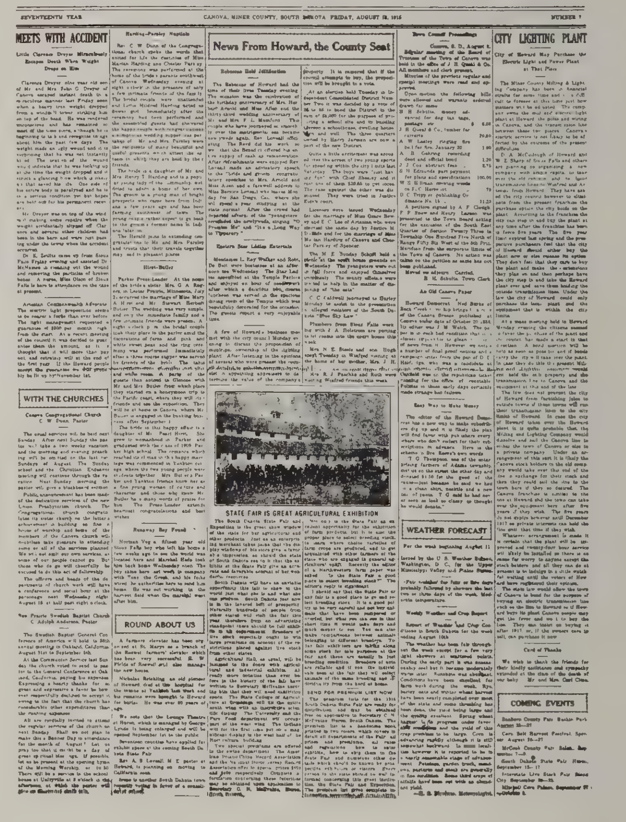
exploitation of the "Buy It at Home" idea. As intimated, all of the editorial work on this sheet is high class and everything else is strictly up to the same eminent standard. With machined body and modern display faces, the print is a veritable delight, so that, withal, the Index must rank among the very best newspapers, not only of the south, but of the entire United States.

◆ ◆

I have before me here a copy of the Booster edition of Thief River Falls (Minn.) News-Press, issued last October during "Minnesota Newspaper week," the news of which is now so old that I am utterly ashamed to refer to it. Howbeit, this fine special edition and the occasion of its publication still offer the same incentive—still hold for those who heed the same elevating influence and inspiration—hence the timeliness of this paragraph. This specimen consists of a forty-page edition, inclosed within an attractive home-printed cover on heavy buff stock and impressed from specially drawn design; the forty pages being divided into five sections, of which the first is historical, while the second deals with the subject of drainage, the third relates to the county, the fourth to the city, and the fifth to the current news. With the pages of each of these sections replete with ably edited stories, all profusely illustrated and all delightfully well printed, one can easiy imagine what an elegant paper this made. In view of its special nature and great size, the reader, as well as the contributor, will appreciate how difficult it is to do justice to such a specimen in a single paragraph, to which a critic is really obliged to confine himself in order that other contributors may be considered; hence, about the best I can do in such cases is to greatly admire and say little. As a matter of gratification to the mechanical force on this sheet, however, I beg to state that the excellent typography in evidence has been included in my sweeping admiration. The neat, artistic make-up is a veritable delight, and the composition of the advertisements is both intelligent and artistic. I must conclude by simply congratulating the publisher and his helpers upon the general goodness of this big edition, which must have exerted a great influence in the late newspaper campaign to boost Minnesota.

◆ ◆

The accompanying picture of the front page of the Canova (S. D.) Herald (exhibit 8) ought to be sufficient to establish the fact that it is a perfectly neat and attractive creation typographically and quite as excellent otherwise. But please don't presume for a moment that this first page is the only admirable part of the Herald. This is Brother Dean C. Trippler's paper, and, anmong other things pertaining to the calling, Brother Dean is a clever writer. His editorial department is charming. Besides a number of spicy, short paragraphs, the editorial page of this copy of the Herald contains a longer headed dissertation which is really a masterpiece in the way of logical handling of the delicate question as to whether it constitutes an inconsistency for a newspaper to accept for publication anti-prohibition advertisements, for instance, when it is openly for prohibition editorially Brother Trippler thinks not, and the able manner in which he defends his policy is very convincing. He first explains that there is a distinct difference between his news and editorial columns and his advertising columns. "Our editorial and news columns belong to the editor and the reader," he says, "and no money can buy a line of either of these. Our advertising columns are our stock in trade and are for sale for the use of any legitimate business enterprise." He then closes with this cogent paragraph:



THE CANOVA HERALD

SEVENTEENTH YEAR — CANOVA, MINER COUNTY, SOUTH DAKOTA, FRIDAY, AUGUST 11, 1916 — NUMBER 7

MEETS WITH ACCIDENT

Little Clarence Dreyer Miraculously Escapes Death When Weight Drops on Him

Harding-Parsley Nuptials

News From Howard, the County Seat

Rebeccas Hold Jollification

Town Council Proceedings

CITY LIGHTING PLANT

City of Howard May Purchase the Electric Light and Power Plant at That Place

Hirst-Butler

Eastern Star Ladies Entertain

An Old Canova Paper

WITH THE CHURCHES

Easy Way to Make Money

STATE FAIR IS GREAT AGRICULTURAL EXHIBITION

Runaway Boy Found

ROUND ABOUT US

SEND FOR PREMIUM LIST NOW

WEATHER FORECAST

Weekly Weather and Crop Report

Card of Thanks

COMING EVENTS

Exhibit No. 8

The advertising columns are the main source of revenue of most papers and without the advertising no newspaper could exist at the prevailing prices charged for subscriptions. We want to be fair to both friend and foe and we don't believe it will hurt the public to have both sides of a question presented to them. It should enable them to cast a more intelligent ballot. The advertising will appear in our paper plainly labeled as such and our opinions will be expressed in our editorial columns.

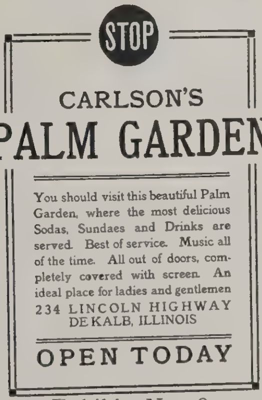
I congratulate Brother Trippler on the fact that his mechanical men know how a newspaper should be made up, and how to set an advertisement properly, too.

✧ ✧

In point of contents the Oceana Herald, emanating from Shelby, Mich., is a creditable seven-column quarto; but the sheet is spoiled in the makeup, displayed advertisements being erroneously stuck in on the first page and shoved to the tops of other pages. Heads are unsymmetrical and often too dissimilar to be harmonious and pleasing. Advertisements lack that touch of beauty which the finished artisan leaves upon his work, which is achieved in matters of detail, rather than in the general setting of the ad. The Herald is to be heartily congratulated, however, and commended, for the good abundance of country correspondence which it carries—almost a pageful of it.

✧ ✧

Another copy of that exquisitely well printed weekly, the Dekalb, Ill., Review, next commands my attention. This is Herbert Wells Fay's paper— that "man with a million pictures,"—and his hobby even impresses itself on his paper, which is invaribly illustrated with a number of the most delightful of scenes and portraits. Print and typography of the Review are particularly good, and the makeup and composition of the advertisements are quite as pleasing. Oscar H. Givler is the man responsible for the fine ads on this sheet. Son of an old-time printer-journalist, he seems to have honestly inherited the true instincts of the typographer and creates some very pleasing type effects. He appreciates fully the value and beauty of deep margins by having his lines and cuts break into the borders, as illustrated in exhibits 9, 10 and 11. Exhibits 12 and 13 are two other good specimens from this sheet—artistic and serviceable.



STOP

CARLSON'S

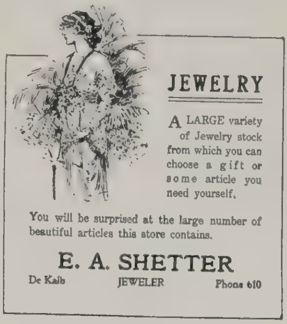
PALM GARDEN

You should visit this beautiful Palm Garden, where the most delicious Sodas, Sundaes and Drinks are served. Best of service. Music all of the time. All out of doors, completely covered with screen. An ideal place for ladies and gentlemen

234 LINCOLN HIGHWAY
DE KALB, ILLINOIS

OPEN TODAY

Exhibit No. 9



JEWELRY

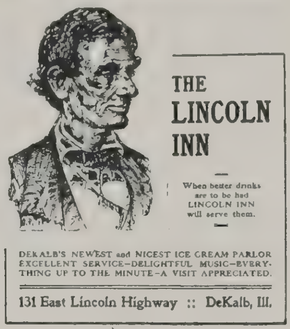
A LARGE variety of Jewelry stock from which you can choose a gift or some article you need yourself.

You will be surprised at the large number of beautiful articles this store contains.

E. A. SHETTER

De Kalb JEWELER Phone 610

Exhibit No. 10



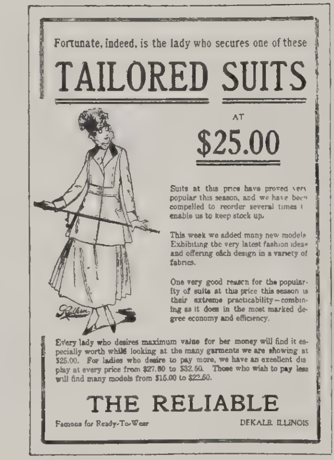
THE LINCOLN INN

When better drinks are to be had LINCOLN INN will serve them.

DEKALB'S NEWEST and NICEST ICE CREAM PARLOR EXCELLENT SERVICE—DELIGHTFUL MUSIC—EVERYTHING UP TO THE MINUTE—A VISIT APPRECIATED.

131 East Lincoln Highway :: DeKalb, Ill.

Exhibit No. 11



Fortunate, indeed, is the lady who secures one of these

TAILORED SUITS

AT

$25.00

Suits at this price have proved very popular this season, and we have been compelled to reorder several times to enable us to keep stock up.

This week we added many new models Exhibiting the very latest fashion ideas and offering each design in a variety of fabrics.

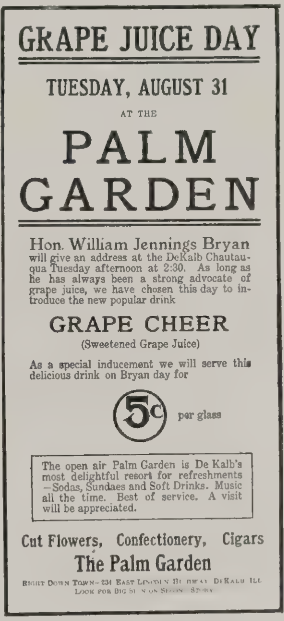
One very good reason for the popularity of suits at this price this season is their extreme practicability—combining as it does in the most marked degree economy and efficiency.

Every lady who desires maximum value for her money will find it especially worth while looking at the many garments we are showing at $25.00. For ladies who desire to pay more, we have an excellent display at every price from $27.50 to $32.50. Those who wish to pay less will find many models from $15.00 to $22.50.

THE RELIABLE

Famous for Ready-To-Wear DEKALB, ILLINOIS

Exhibit No. 12



GRAPE JUICE DAY

TUESDAY, AUGUST 31

AT THE

PALM GARDEN

Hon. William Jennings Bryan will give an address at the DeKalb Chautauqua Tuesday afternoon at 2:30. As long as he has always been a strong advocate of grape juice, we have chosen this day to introduce the new popular drink

GRAPE CHEER

(Sweetened Grape Juice)

As a special inducement we will serve this delicious drink on Bryan day for

5c per glass

The open air Palm Garden is De Kalb's most delightful resort for refreshments—Sodas, Sundaes and Soft Drinks. Music all the time. Best of service. A visit will be appreciated.

Cut Flowers, Confectionery, Cigars

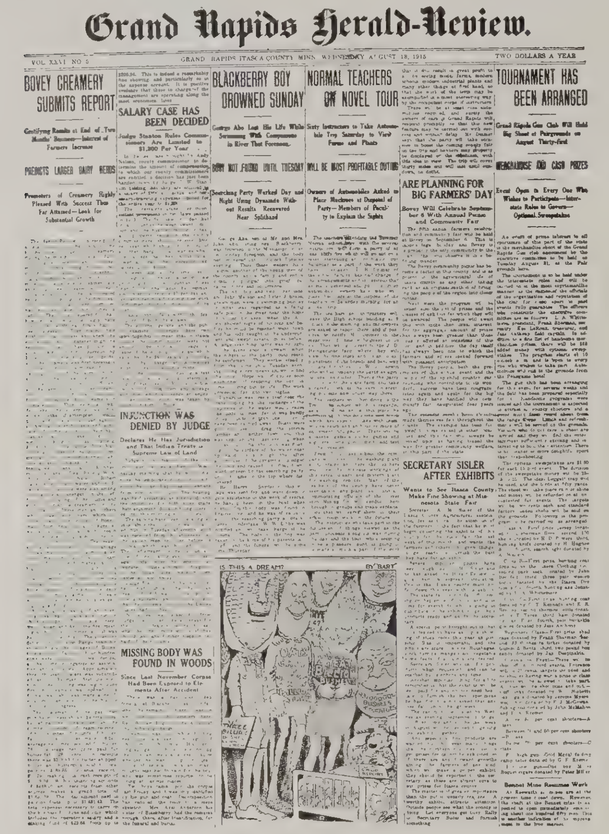
The Palm Garden

RIGHT DOWN TOWN—234 EAST LINCOLN HIGHWAY DEKALB ILL
LOOK FOR BIG SIGN ON SECOND STORY

Exhibit No. 13

✧ ✧

The combined neatness and excellence of the Grand Rapids (Minn.) Herald-Review are strongly hinted by the fine first page reproduced herewith as exhibit 14. This is a large newspaper being made entirely in the home shop, and every page filled to overflowing with first class matter—first class both in respect to its nature and literary merit. The Herald-Review is a partnership product, the publishers being E. C. Kiley and L. A. Rossman. One or the other, or possibly both, of these gentlemen are thorough newspaper men, wielding a fluent pen and possessing an unmistakable news sense —or scent—which is the proper term? The great amount of news which is scared up each week for the columns of this sheet is as astonishing as it is gratifying, and the editorial page is a model, both typographically and literarily. It consists of wide columns (about 20 ems) with neat boxed heads over each theme and embraces a wide range of topics, each of which is treated in a way that shows the writer thereof knows the game as well as what he writes about. A solid pageful of short locals and more than that much of country correspondence are to this sheet's credit. The price of this excellent big weekly is $2 per year, and, even at that, I am happy to say, it is well worth the price. A strikingly correct ad, or poster, from this same office is shown as exhibit 15.



Grand Rapids Herald-Review.

VOL. XXVI NO. 5 GRAND RAPIDS ITASCA COUNTY MINN. WEDNESDAY AUGUST 18, 1915 TWO DOLLARS A YEAR

BOVEY CREAMERY SUBMITS REPORT

Gratifying Results at End of Two Months' Business—Interest of Farmers Increase

PREDICTS LARGER DAIRY HERDS

Promoters of Creamery Highly Pleased With Success Thus Far Attained—Look for Substantial Growth

SALARY CASE HAS BEEN DECIDED

Judge Stanton Rules Commissioners Are Limited to $1,200 Per Year

INJUNCTION WAS DENIED BY JUDGE

Declares He Has Jurisdiction and That Indian Treaty is Supreme Law of Land

MISSING BODY WAS FOUND IN WOODS

Since Last November Corpse Had Been Exposed to Elements After Accident

BLACKBERRY BOY DROWNED SUNDAY

George Abo Lost His Life While Swimming With Companions in River That Forenoon

BODY NOT FOUND UNTIL TUESDAY

Searching Party Worked Day and Night Using Dynamite Without Results Recovered Near Splithand

NORMAL TEACHERS ON NOVEL TOUR

Sixty Instructors to Take Automobile Trip Saturday to View Farms and Plants

WILL BE MOST PROFITABLE OUTING

Owners of Automobiles Asked to Place Machines at Disposal of Party—Members of Faculty to Explain the Sights

ARE PLANNING FOR BIG FARMERS' DAY

Bovey Will Celebrate September 6 With Annual Picnic and Community Fair

SECRETARY SISLER AFTER EXHIBITS

Wants to See Itasca County Make Fine Showing at Minnesota State Fair

TOURNAMENT HAS BEEN ARRANGED

Grand Rapids Gun Club Will Hold Big Shoot at Fairgrounds on August Thirty-first

MERCHANDISE AND CASH PRIZES

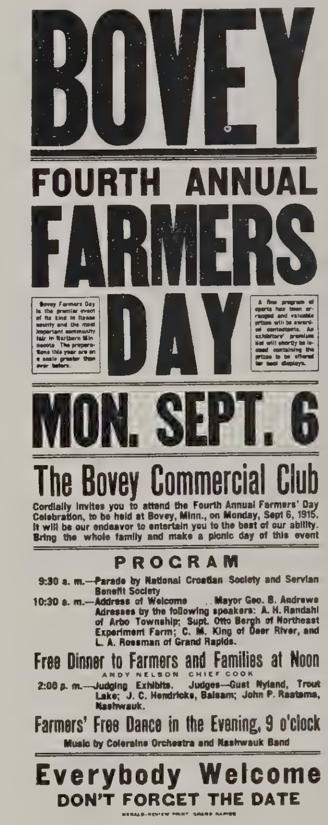
Event Open to Every One Who Wishes to Participate—Interstate Rules to Govern—Optional Sweepstakes

IS THIS A DREAM? BY 'BART'

Exhibit No. 14

✧ ✧

Editor H. A. Brainerd of the Hebron, Nebr., Champion, stands high in the calling, and occupies a particularly prominent position in the newspaper fraternity of his home state; and it is therefore more the pity that he does not issue a better paper than the Champion of today proves to be. I have just completed an examination of two copies of Brother Brainerd's paper, and I'm very sorry to be compelled to confess that I haven't seen a thing in them to inspire a single word of praise—I'm writing merely from the force of habit and not from inspiration, you see—or maybe it's from the force of disgust which I invariably feel when I look upon a newspaper three quarters of whose front page is given up to unsightly displayed ads, with interior ready-printed and three-quarters of the balance of the home-printed pages consumed by ads and everything made up hap-hazzardly, with plate predominating in the reading columns, and the whole made unattractive by an unlimited variety of inharmonious display faces and careless presswork. I know full well that these conditions do not exist in the Champion office because Brother Brainerd does not know better—but simply because he does not do better—and doubtless there's a reason—I only hope a legitimate reason.



BOVEY

FOURTH ANNUAL

FARMERS

Bovey Farmers Day is the premier event of its kind in Itasca county and the most important community fair in Northern Minnesota. The preparations this year are on a scale greater than ever before.

DAY

A fine program of sports has been arranged and valuable prizes will be awarded contestants. An exhibitors' premium list will shortly be issued containing the prizes to be offered for best displays.

MON. SEPT. 6

The Bovey Commercial Club

Cordially invites you to attend the Fourth Annual Farmers' Day Celebration, to be held at Bovey, Minn., on Monday, Sept 6, 1915. It will be our endeavor to entertain you to the best of our ability. Bring the whole family and make a picnic day of this event

PROGRAM

9:30 a. m.—Parade by National Croatian Society and Servian Benefit Society

10:30 a. m.—Address of Welcome .. Mayor Geo. B. Andrews
Adresses by the following speakers: A. H. Randahl of Arbo Township; Supt. Otto Bergh of Northeast Experiment Farm; C. M. King of Deer River, and L. A. Rossman of Grand Rapids.

Free Dinner to Farmers and Families at Noon

ANDY NELSON CHIEF COOK

2:00 p. m.—Judging Exhibits. Judges—Gust Nyland, Trout Lake; J. C. Hendricks, Balsam; John P. Rastema, Nashwauk.

Farmers' Free Dance in the Evening, 9 o'clock

Music by Coleraine Orchestra and Nashwauk Band

Everybody Welcome

DON'T FORGET THE DATE

HERALD-REVIEW PRINT GRAND RAPIDS

Exhibit No. 15

✧ ✧

Regular readers of this department of the National Printer-Journalist may have grown familiar with my annual extatic effusion as to the Columbia County Fair and Agricultural edition of the Bloomsburg (Pa.) Morning Press. If the reader could only see the edition in all of its bigness and beauty, I would surely be pardoned for any 'slopping over" of which I may be deemed guilty. Last October I got a copy of the third annual fair edition of the Morning Press, and I was exceedingly pleased to find it quite as perfect as its predecessors, each of which, I am happy to say, I have had the privilege of examining. It is so extremely impracticable, as I have remarked before, to do such a ponderous paper justice in a brief review, that I shall not even attempt it here. Suffice to say that this special edition of this fine modern daily consisted of nine sections—72 pages in all—and that it represented the best product of a thoroughly up-to-date newspaper shop. News features, special features, editorial features—everything relating to the literary side of the newspaper is strictly highest grade, and every mechanical feature is right up to the same eminent level. Four model advertisements (clipped at random) appear herewith as exhibits 16, 17, 18 and 19. To have helped to create such a splendidly complete newspaper as this fair edition of the Morning Press ought to be the zenith of any devoted printer-journalist's ambition. Here's my sincerest felicitation—and may the Press and its makers live to issue forth in such gratifying and gloriaus style for many, many years to come.

COME BUY YOUR SHOES AT

98c and $1.98

Shoe Stores

Bloomsburg, Catawissa, Danville.

Just received a big line of Rubber Boots to sell at $1.98.

All kinds of work shoes, Elkskins, Kangaroos, all leathers and colors, such makes as Endicott-Johnson Co., Long Walkers, etc.

For the ladies, we have all the latest styles for $1.98. Special lot of ladies' and men's shoes for today at 98c.

Boston Shoe Stores

A. DAVIS, Prop.

Exhibit No. 16

W. M. Longenberger

MAINVILLE, PA.

Dry Goods and Groceries

The South Side's Favorite Store and the store where you are always assured satisfaction.

A good store to deal with, proven so by many years of selling dependable merchandise only.

Your trade, if you have not tried us, will be appreciated.

Exhibit No. 17

Sanitary Grocery

Headquarters for High Grade Butterine

Fresh Meats, Oysters, very fine; Staple and Fancy Groceries. Domestic and Foreign Fruits and Nuts, Flour and Feed, Tobacco, Cigars, Smoked and Canned Meats.

J. L. Sharpless

Exhibit No. 18

MACDONALD - BRUGLER

Millinery Store

Now Showing Modish Fall and Winter Hats

Our Display Rooms reflect the Best in the Season's Millinery

You'll be surprised at the Moderate Prices on the Latest Models here now being shown.

(Formerly the McCollum Millinery)

112 West Main Street, Bloomsburg, Pa.

The Millinery Store Near the Trolley Office.

Exhibit No. 19

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MORE BUSINESS AND NEEDED LEGISLATION THROUGH CO-OPERATION.

Washington State Papers Join Forces to Get Foreign Advertising.

Co-Operative Organization Effected as Result of Newspaper Institute.

University of Washington, Jan. 31.

Editors of country papers, daily and weekly, have entered into a co-operative campaign to secure, through a central agency under their own direction at Seattle, what they consider a fair share of the "foreign" advertising that comes to Washington, as well as that which should but does not come. The supervision of credits, enforcement of collections, arrangement of co-operative buying and systematic collection of statistics relative to the state press will also be undertaken by the agency, plans for which were outlined at the conclusion of the fourth annual Washington Newspaper Institute, recently held at the University of Washington.

A fund of $100 was subscribed by the editors attending the institute to enable them to prosecute their plans for organization among those who were not in attendance. President Suzzallo pledges the editors, in the course of the meeting, the assistance of the university so far as its facilities and expert advice are concerned.

A league of small dailies will probably be organized separately, under the leadership of J. G. Kelley, of the Walla Walla Bulletin.

Seek Revision of Laws.

It is proposed by those who fostered the plans for organization that in the end the editors of the state will maintain a paid secretary, who will be the business agent of the press, his work to be governed by a board of directors elected by the publishers. W. E. Chambers, editor of the Kirkland News-Independent, is chairman of the committee having charge of the co-operative organization's development.

Another tangible result of the Institute was the report of the committee on needed legislation, which was at last able to get an expression of the needs of the editors along two or three different lines. Information and arguments for and against such legislation as is considered by the committee this spring will be placed before the meeting of the State Press Association at Ellensburg in July. The editors will then determine those measures which it seems wise to press upon the next legislature. The bills will be drafted with the advice of Dean John T. Condon, of the school of law at the university, and of John H. Perry, Seattle attorney, after which the committee will campaign for the passage of laws.

Record of Attendance

The editors decided to tax their colleagues of the state press $2.50 each to obtain funds to meet the expenses of the legislative committee. In this particular enterprise the country editors will seek the aid of their city brethren.

The attendance at the Institute far outstripped that of past years. There were 133 persons, exclusive of members of the faculty and student body, at the sessions. Of these 95 were newspaper and magazine men, 55 from outside Seattle and 40 from the city. Representatives of allied businesses and crafts, and visitors, numbered 30, six of whom came from beyond the limits of Seattle. Eight editors brought their wives with them to the meeting.

The editors and publishers, alone, attending this year exceeded by three the total number registered in 1915.

* * *

"PRACTICAL BOOKS ABOUT PRINTING AND ALLIED TRADES."

Under the above title, the Inland Prnter has issued a valuable catalogue of books for printers, newspaper makers, lithographers, bookbinders, engravers, electrotypers and stereotypers. The works are classified under different general headings as follows: Administration, Costs, Estimating, Wages, Advertising, Composition, Imposition, Color, Bookbinding, Drawing, Lettering, Designing, General Typography, Newspaper Work, Engraving, Lithography, Offset, Etching, Presswork, Proofreading Spelling, Reference, Style Books, Synonyms, Materials, Ink, Type, Tools and Utilities, Electrotyping and Stereotyping. There are from two to twenty or more books listed under each sub-division, with a detailed description of each work so as to enable anyone while looking for treatise for reference or study to get such information, at once, as to know whether or not any certain book would meet his requirements. The objects had in view are more fully set forth in the following letter and these subjects have been adhered to and fully and most creditably accomplished:

Office of The Inland Printer, 632 Sherman St.,
Chicago, Ill., December 20, 1915.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago, Ill.

Gentlemen: We started out some months ago to make a book catalogue that would be worthy to bear the imprint of the Inland Printer.

Such a catalogue would necessarily have to be as nearly perfect in every respect as effort and money could make it. Authoritative, comprehensive, practical, and physically attractive—this was the standard we set.

In the first place, we selected only such books for listing that we knew could be depended upon, books that contain knowledge and valuable information that can be gained only by many years of practical work.

We know that a mere list of such books with authors and prices would not be of much value, so we decided to give a detailed description in each case. This would enable the man looking for works for study and reference to know at once whether or not a certain book would meet his particular requirements.

Grouping the books under their respective subjects, and then sub-dividing them, would naturally facilitate matters in selecting. This point we decided to give special thought to.

The physical features of the catalogue were considered from the standpoint of "Practice what you Preach."

We have mailed you today, a copy of our new catalogue of "Practical Books about Printing and the Allied Trades," which is just off the press.

We hope you will agree with us in thinking that we have lived up to the standards set, and we would appreciate any notice you see fit to give this catalogue in your valued magazine.

Remember,—the more reading the Trade does, the better it is for all of us as publishers.

As we say in the "Forward" of the catalogue, we will be glad to send a copy free to any one interested.

Very truly yours,
THE INLAND PRINTER,
P. J. Smith,
Mgr. Book Department.

We not only agree with Mr. Smith, that "the more reading the Trade does, the better it is for all of us publishers," but much better for the Trade and all its workers. Pleasure and increased general intelligence, intellectual growth tnd improved artistic taste, as well as increased ability and efficiency come from reading the books and journals devoted to typgraphy that teaches all other arts and all knowledge and business.

There is too little of serious reading and studying of the calling, both as to the business and mechanical sides, notwithstanding all that has been said, written and published in the last two or three decades. Public addresses and discussions in organizations of both printers and publishers should have done much good, but there will never be substantial advancement and improvement as the present advance demands of business require.

* * *

Mr. A. Carey Huls, for the past two and one-half years General Sales Manager of The Harris Automatic Press Co., of Niles, Ohio, tendered his resignation to the company February 1st, on account of ill health. Mr. Huls will not, however, sever his connection with the company. It is his intention to take a much needed rest and upon his return will take up some special development and sales work for the Harris Company in the Eastern territory with headquarters in New York. Mr. H. A. Porter, for ten years with the Harris Company in the general office and sales departments and for the past year assistant to the general manager, will take up Mr. Huls' former duties with headquarters at the general offices in Niles.

MEETING OF DISTRICT EDITORIAL ASSOCIATION

ON July 29, 1884, the editor of this journal, in an address as president, before the Minnesota Editors' and Publishers' Association, made the following plea for District Press Association:

"Let us establish in different parts of the State, Institutions of Typography and Journalism, where members of the newspaper profession and workers in 'the art preservative of arts,' may get together, to learn and to improve from the knowledge, experience and practice of each other. An Association with some such purposes was formed on the line of the Hastings and Dakota R. R. last summer, and if kept up, with monthly, bimonthly or even quarterly meetings, it will prove a power for good beyond all computation."

Since that time, every effort along the lines of organizing, keeping up and holding conventions of such organizations, especially in Minnesota, have had to us an especial interest and appeal. Hence we are very glad to note the holding the Mid-Winter Session of the Second Minnesota Congressional Editorial Association at Mankato, January 28th, as the story is told in that excellent newspaper, the Mankato Daily Free Press.

According to the Press, every nook and corner of the Congressional District was represented. The meeting was called to order in the Elk's Hall at 2:30 P. M., by Fred Hadley of Winnebago, president of the association.

At least sixty scribes have affixed their names to the roll call. Attorney J. A. Flittie of Mankato was introduced and spoke on the topic: "Let Us See Ourselves as Others See Us."

He held the mirror of criticism up in a way to disclose some of the faults and frailties but, on the whole, showed much as to the value and worthiness, of the newspaper press, among other things, the following:

If I speak feelingly today it is because I have nothing but admiration for those who sit in the seat of a Greeley and print the news, fairly comment on it and lend wings to the silent thoughts of the multitude.

As a community-asset there's nothing better than a live newspaper. And as intelligent and well-informed men, there are none who, as a class, excel the newspaper boys, and none who give more freely of their sum and substance to the community in which they live than they. Therefore the evident air of prosperity about you gentlemen gladdens me. Good luck has deservedly come to you. Rich and rare are the jewels you wear—smiles and contented looks—emblems worn only by those who toil and toil hard to make this world a little brighter and life a little sweeter. * * *

Now, then, what are the accepted functions of a newspaper? To print the news, to express public opinion and to influence public opinion by arguments and persuasion, but never by threats. Any newspaper that seeks to accomplish its ends by threats is forgetful of its high position and a menace to morals and good government. And any newspaper that does not give the news, the whole news and nothing but the news is not serving the public as it should. What do you think of two newspapers in a fair-sized town each giving a column write-up to a basketball game and failing to comment on the speech of an honorable gentlemen who visited their town in the interest of his candidacy as an aspirant for so important an office as that of United States senator? Did those papers print the news? Certainly not. He called on both the editors, had the band out, was greeted by a large audience and he gave a fine address. And yet, from lack of enterprise or from political bias, it doesn't matter which, neither of those papers made the barest mention of the gentleman's visit to their town. Honor bright, did not those papers deserve to die as they did? One suspended publication after a few months of sickly existence and the other celebrated its final obsequies in the bankruptcy court with creditors only as mourners. One live paper is now acceptably filling the field formely not filled by the two dead ones, and prospering too. In business survival of the fittest is survival of the enterprising.

All things change, journalism included. The old time editor was of a ruminative mind and wrote great editorials on great subjects. Philosophy, science and art, poetry and fiction, law and government, music and the drama, all came within the survey of his editorial labors. He was usually a man of broad and catholic tastes, of deep and varied learning and cultivated a refined and vigorous style of writing. He wrote not wholly for the day and the hour, but had visions of the future and shed light on many of the darker vistas of the past. The editorial page of many newspapers nowadays, I am constrained to say, is not what the old time editor made of it. It may rather be likened unto Bum's extra mum—a blank silence; or, perchance, to Mum's extra bum—a mere collection of breezy and idle gossip. The modern scribe is quite often content with being the simple chronicler of passing events, the historian of the trivialities of the day and place. The boy who stood on the burning deck eating peanuts by the peck has been eclipsed by the editor who sits in the seat of the mighty scribbling locals by the yard.

Once in a while I see some editor accuse another of having filched something without giving due credit therefore. The charge is not a flattering one. But why advertise it an give the culprit an opportunity to say that what he stole was mere trash, that which not enriched the pilferer or made the pilfered poor?

It is thus clear that some scribes are not satisfied with resting on their laurels. In which respect they differ from men who have no laurels to rest on but who keep on resting anyway. One should have supposed that it was enough injury done by stealing the child of another man's brain without also rubbing it in on the victim by reflecting on the intelligence of the kid!

When editors are so severe on one another, we are not surprised at this wholesale slur on the ability of our public servants. Says one paper:

"As a plunderbund the present legislature is the worst ever. Like Canadian honkerns the members thereof are crammed full of oily rhetoric and schemes to raid the treasury. It's hard telling what might have happened weren't it for the two chaplains. We are of the opinion that each member of the legislature should have his own spiritual adviser. That would help some."

That is a fine specimen of what I call wholesale libel and yet not actionable libel because it is wholesale. A not uncommon thing. If you know any corrupt man in the public service, name him and expose him, but do not make the innocent suffer with the guilty under a blanket charge of evil-doing. That is as cowardly as it is unjust. It is monstrous to think that a whole legislature is corrupt. It is monstrous to think that an entire city council is a pack of grafters. It is monstrous to think that the whole judiciary is venal. There are no doubt corrupt judges as there are corrupt lawyers and corrupt everything else, but that furnishes no good reason for condemning a whole profession. In the case of the judiciary, it has suffered much by such indiscriminate attacks upon it. I am not one of those who believe any divinity hedges about a judge. Neither do I believe that the plain people, as the politicians complacently put it, are perfect; for I know that both the people and the judges are fallible and liable to make mistakes. The main thing in any government is stability and order, for, without stability and order neither property rights nor human rights are secure. I can imagine nothing more inimical to the peace and security of a state than a discredited judiciary subservient to popular clamor and impulse. What sort of law, what kind of justice will that be when the judge is to take his law from the men in the offices, in the streets, in the factories and on the farms who neither have the necessary learning nor the time to sift and weigh evidence and announce correct legal rules? That would be judicial anarchy, sure to culminate in social ruin.

Consider the hyphen. Too much stress is laid on that by some. Here's my notion about it: I am an American born in Europe and educated in America. Soon after attaining my majority I naturalized by taking the oath of allegiance to the government of the United States and abjuring all allegiance and fidelity to any foreign prince, potentate, state or sovereignity and particularly to the king of the kingdom of Sweden and Norway. But by that act I was not asked to hate the land of my birth or to hate anyone. Therefore no one will find any fault with me, I am sure, for being proud of my native land and wishing it well, for cherishing its literature and glorifying in its shining names in every department of high endeavor. That I was not asked not to do by the solemn act of becoming an American citizen. But in all controversies arising between this government and any foreign government I conceive it to be my duty unquestioningly to support the government of the United States. My first duty is to the government which has accepted me as a citizen and clothed me with all the rights and privileges of an American citizen. For the hyphen, therefore, I care nothing. Let him who will take it away. It gives me no rights and imposes on me no duties not possessed by or imposed on the humbleest as well as the greatest citizen in the land, with one exception only. And about that we shall not quarrel.

In the eighth century B. C. there flourished in Israel the prophet Hosea. His writings are not extensive, covering no more than about three columns of ordinary newspaper space. He was a bold and original thinker, but is chiefly noted for the many epigrams that he made. It is said that in these latter days our friend, Joseph E. Reynolds, is credited with an ambition to rival the prophet Hosea in the coining of expressive phrases. He is reputed to be the author of this picturesque saying: "The newspaper men are the best long-distance fighters there are." Any phrase to live long must express a great truth in addition to being couched in concise and choice language. If, therefore, it is true that the newspaper men are quite fearless in exposing all manner of corruption in the far-away Philippines and other distant places but can not see the evils blooming under their very noses. Mr. Reynolds bids fair to become a second Hosea, for his language is certainly all right if only the truth is in him. There's the rub.

There are four kinds of newspaper news: Real news, which speaks for itself; colored news, which must be read between the lines; falsified news, which is worse than no news; and the wholesale libel spoken of above.

I have not the time to go into a discussion of these various kinds of news, only asking: Is it right to color or to falsify news in any circumstances? Is the wholesale libel ever justified? And, in this connection, let me raise a question in newspaper ethics: Men running for office are frequently solicited by newspapers to use their columns for advertising purposes and then, as often happens, if the advertiser is not of the same political faith as the newspaper, the newspaper may editorially oppose and even abuse the advertiser. Is that right? Is that proper newspaper ethics? Is it just as between man and man to solicit one's patronage, take his money and then turn about and stilletto him with a deadly editorial? Wouldn't it have been more Jonathan-like to have said: Is not the arrow beyond thee? Flee!

Of course I know what the answer is to all this. It is Shylock's plea in confesstion and avoidance: Hath not an editor needs, passions and desires like other men? Wouldn't the possession of a limousine car make him feel like a rich Jew? Can he be blamed for seeking that power which money alone brings and the means to live in luxury and ease? Certainly not. Why, then, should he let a little word of six letters stand between his conscience and the gratification of his needs, desires and ambitions? That is the answer. And yet this plea is not accepted everywhere. Up in Brown County, for instance, the house of August and the house of Philip are divided, the one being for the orphans and the other being for mamon. A hopeful sign.

Another thing:

Bill Nye once said to me in the presence of two glasses of sparkling ginger ale that most print shops wouldn't suffer if they underwent a thorough renovation with soap, water, brimstone and fire. Were the purification process to continue "from hell to breakfast and back again to dinner," it would be none too thorough. If this language seem strong, be informed that it is the blended utterance of a noted writer and a famous religious teacher. So let it stand. Are not order and neatness paramount virtues, as the uncommon commoner himself might say?

For an ideal country newspaper I commend you to that of The Murray Country Herald where an immaculate spick—and spanness rules throughout. It will delight you.

Gentlemen, a picture is made up of lights and shadows.

If somber colors predominate in what I have said, it is because I have purposely left it to you to put in the light. You have not the reputation of hiding your candles under a bushel or of being backward in tooting your own horns. Your excellencies are not like Caesar's wounds—poor, dumb mouths—but trumpet-tongued. So I have drawn you as I have seen you without fear and without favor, which is much to my liking. The obsequious flatterer I can not play. And I am sure you wouldn't have my lips be princely spendthrifts of praise in a personal talk over the teacups; it would make you blush, blurring my vision and spoiling my perpective entirely.

* * * * * * * *

Here's to the press with all its virtues and all its faults: Like a Ford car it has pulled many a merchant out of a deep hole. It has started many reforms and corrected many abuses. It is daily strewing the land with seeds of knowledge and awakening the public conscience to a richer and better life. And best of all, whatever else may be said about the press, it is unhyphenated and truly American, wholly patriotic. It flies the Stars and Stripes morning, noon and night. Singly, it is our greatest educative force. Singly, it is that which we would miss the most in our American life if lost. Singly, it is our strongest bulwark against insidious enemies within and open foes without. May it always exercise its vast power with justice and wisdom, never forgetting that it has the power to do both much good and great harm.

* * *

Mrs. Bessie Wilson of The Redwood Falls Gazette, spoke on "The Woman in Journalism." Her remarks were well received by the newspaper boys and are reserved for publication in our March issue.

The election of officers took place in the afternoon, and a summer meeting place was selected.

A question box was presided over by James Morrison, president of the state association.

At 6:30 a dinner was partaken of in the Elk's cafe. The visitors were entertained in the evening at the Sandon and Grand, followed by a Dutch lunch and an informal program at the Elk's cafe.

A Diamond Jubilee Edition

"OLDER than the State of Iowa," is the proud announcement under its name head on the first page of the "Diamond Jubilee Edition" of the Muscatine, Iowa, Journal, of December 11, 1915. The Journal was first issued October 27, 1840, while Iowa was still a territory.

Muscatine was first named Bloomington and the paper was first called The Bloomington Herald, but with the change of the city's name, the paper became the Muscatine Journal. The new town first needed a Herald but as the place grew, there were daily events to record, so that a change to Journal seems most appropriate and significant.

This great model "Jubilee Edition" of eighty pages, while dealing largely with the present, and telling of growth and progress and the wonderful accomplishments of Muscatine and its progressive industries and institutions, with a well founded optimistic forecast of the future, gives proper space to a review of the history of both the city and paper for the seventy-five years.

Two interesting features are fac-simile reproductions of the first page of the first issue, Volume 1, No. 1, and of No. 7, Volume 4, July 17, 1852, at the time that the paper passed to the ownership of Jacob Mahin, the father and John Mahin, the son, with the latter as editor and printer, a position that he held for half a century. These two pages, contrasted with the pages of the present issue, indicate, at a glance, how great are the changes that have taken place in newspaper-making in the past three-quarters of a century.

At the head of the first column of the first page of the first issue, the following business announcement was made:

THE BLOOMINGTON HERALD
Is Published Weekly
BY THOMAS HUGHES

Terms of Subscription—Three Dollars per annum in advance; Three Dollars and Fifty Cents in six months; Four Dollars at the end of the year.

Terms of Advertising—For one square of 12 lines, first insertion, One Dollar and for each subsequent insertion Fifty Cents.

Liberal discounts allowed to those who advertise by the year.

Letters addressed to the Editors, in order to receive attention, must be postpaid.

We are inclined to think that many newspapers today might adopt a similar plan as to rates and credits. Both subscriptions and advertisements are taken, very frequently, at unprofitable prices, besides, if there is to be credit given, a reasonable extra charge should be made for such credit to cover expense of bookkeeping, collecting, and losses from bad debts.

Following this announcement, is an original poem, by Hon. Mrs. Norton, entitled, "Weep Not for Him that Dieth," based, for thought and sentiment, on the following quotation from the Weeping Prophet Jeremiah:

> "Weep ye not for the dead, neither bemoan him, but weep sore for him that goeth away, for he shall return no more, nor see his native country."—Jer. xxvii:10.

Then followed an article entitled, "What is Education." The first assertions of the article are: "The great end of education is not to train a man to get a living. This is plain, because life was given for a higher end than simply of toil for its own prolongation."

The Journal Home

The Journal plant is recognized to be one of the most up-to-date newspaper institutions in the state. The building is one which reflects credit upon the institution and the city as well. On the first floor is located the business office and the press-room, while in the basement the mailing department is located. On the second floor is to be found the editorial rooms and the composing department.

Today in America and Germany especially, and to a less extent, in France and England, the ideal is to educate through practical knowledge and training, for material accomplishment, for preparedness in life; to secure better conditions of living, better homes, greater and better production in fields and factories, mines and forests; better industrial conditions in every way and more wealth and all that contributes to the best and the most varied means for modern styles of living—drawing upon all climes and all nations, through improved transportation and world-wide trade or commerce. The idea has come to be pretty generally accepted in this country at least, that education should be based on thorough manual and industrial teaching and training; education should help every one to be well conditioned, well fed, well clothed, well housed and well protected and guarded from all the physical ills and dangers; abundantly rewarded for labor and freed from want and worry, and then spiritual and mental development, power and happiness may follow. Russia has clung to the old idea that it matters little about the body if the spiritual or religious part of man is served or conserved, and it matters not that religion has degenerated to superstition. Self-renunciation, and sacrifice, instead of self-devotion, was the old theory; and religionists rather gloried in what they had been able to take out of their physical bodies in order to train the mind and discipline the soul.

Iowa was then a new state and needed development and despite of religious or educational tendencies and theories, which were doubtless needed, we are not surprised to find this disquisition, in higher education, followed by an article on Horticulture, and by

> "Praise to the sturdy spade,
> And patient plough, and shepherd's simple crook,"

with instructions as to the training of the horse, packing butter, and performing of every-day tasks, and avoiding or curing diseases. There are selections of biography and sentiment, of life and love. Among others is the following:

> "The Wife.—Woman's love, the rose blooming in the arid desert, spreads its rays over the barren plain of the human heart, and while all around it is black and desolate, it rises more strengthened from the absence of every other charm."

In another column on this same page, however, is an article from Bicknell's Reporter, that, in many of our Western states, would now be considered somewhat at variance with that high appreciation of woman, though in harmony with the idea that she is a blessed gift from Heaven, to be guarded and protected, and saved from the contaminating influence of politics, the editor writes with evident alarm:

> "On looking over some of our exchange papers, we find numerous instances of the appearance of women in the political arena, either as spectators or in a more active capacity. In some cases they have given toasts with their names attached, in others, they have presented political banners, and in one or two cases political speeches have been made on the presentation of these banners. This is all wrong, and entitled to censure. Politics already rage too high in this country, enter too largely into the business avocations of the day, interfere too much with the courtesies of social life, and the enjoyments of the domestc circle. If we sanction interference of woman in such bitter political strife, we shall tend still further to disturb the relations of kindness and courtesy between friend and friend, and rob society of much of its purest enjoyment."

Foreign news is also given on this page under six point Small Cap and Lower Case heading. No display heads were used. The publishers evidently considered paper too high and space too precious to waste on mere headings.

The news came from Boston, by way of boats after voyages from thirteen to nineteen days from port to port. The reports for London and

Liverpool were up to September 18th and 19th. Among the items of news are the following:

"The Viceroy's fleet, (Egyptian and Turkish) was drawn up in order of battle in the roads of Alexandria. The prospects of a general war had pretty much blown over. The London Morning Herald of the 17th gives, by an extraordinary express from Paris, the following statement, which may be designated "important if true." If the tardy concession which Mehemit Ali made at the 11th hour, will satisfy the four powers, now the matters have been pushed to such an extremity, it seems a cleverly contrived scheme for breaking the old man's fall, without compromising his dignity or pride.

Duel.—On Saturday, the 12th of September, Earl Gardigan fought a dual on Wimbledon Commons, with a Mr. Harvey Tackett, in which the latter was seriously wounded by a ball passing near the right hip bone, and inversely out of the spine.

The world has eliminated duelling; when will it eliminate war?

On this page is also an account from Savannah, Ga., of a fight between the U. S. troops and a party of Indians, under the simple heading, "Fight with the Indians," occupying a space of about two nonpareil lines. This was the newspaper of only seventy-five years ago. The whole was printed on an old-fashioned hand-press in a little log cabin and the following annoncement of the publishers, while showing that they worked under great difficulties, indicated that the town was growing as it has been since, for there were no empty houses or unused rooms:

"The first number of the Herald would have been issued two weeks ago, but for the impossibility of securing a room. The room which we now occupy is so small that we can open not more than half of our materials, and so open as to afford us but little protection from the weather, we have concluded to delay the publication of the second number until a room for its reception can be finished, which will require but a few days. The cold weather for some time past has proved the impossibility of making regular issues, with our office in such a miserable cabin, making the delay a matter of necessity."

Yet the paper made an excellent mechanical appearance; the composition, of course, all by hand, was excellent and free from typographical or other errors. The editor-printer evidently had pride in his work; had principles to disclose, and defend, and an abundant faith in the future.

In speaking of this issue, it is stated:

Of this pioneer paper the controlling spirit was John Russell. He was a good natured and jolly fellow, caring for scarcely more than a living support for his paper and for the personal enjoyments possible in the new town which he had chosen for his home. His paper contained but little original matter besides occasional notices of a sleighing party or a dance, in which more than likely the editor himself figured. Town publicity in those days was apparently unknown, even in its crudest forms.

A Good Paper for Its Day

Yet it must not be understood that the Herald was not a good specimen of the newspaper of its day. It was published in a day of small things and is not to be spoken of lightly now. It performed its mission and called attention in a more general way to the fact that Bloomington was a good place to settle in. A story on the front page, a scrap of poetry or two, a few jokes on the fourth page, with a small number of local items, thanks to steamboat clerks for late copies of St. Louis papers, and a few items of general news on the inside, these as a rule were the features of the weekly menu served to the readers of that day. The paper was, of course, issued only weekly and was small, being but six columns wide.

This is a good portrayal, or analysis of the home newspapers in the growth of the west up to 1856, and in many places until 1861. The stirring discussions that preceded the Civil War and the daily events of the struggle, and the rapid developments of agriculture, the industries, and the construction of railroads, the extension of telegraph service, the increasing commerce and rapid building of cities, resulted in an almost unaccountable growth and transformation of the press until today we have such admirable dailes as the Muscatine Journal, mirroring forth in text and illustration, the events and progress of the cities of publication and the news of the whole world, not a month late but on the very day or the next morning.

The Muscatine Journal, or rather its predecessor, passed through many difficulties and changes, too frequently due to the intemperate habits of publisher or editor, until July, 1852, when Messrs. Mahin became owners, and John Mahin, editor, a position he held until the purchase of the paper in 1903 by A. W. Lee and others, with the exception of a period of less than two years, in 1855 and 1857, when Orion Clemens, a brother of "Mark Twain," and Charles H. Wilson, who is still a hearty young man of eighty years, came into control of the paper by purchase.

Samuel Clemens, "Mark Twain," worked as a typo on the Journal in 1853, while his brother was one of the part-owners of the plant. One beautiful fall day, office tradition recalls, he took a notion to travel. Taking his rule, he set out and the next heard from him, was the receipt by the Journal of a splendidly written account of the Fairmont water works, then newly completed in Philadelphia, and at that time, the finest water works system in the land. In this article, which is said to have been the first he ever wrote for a newspaper, he showed his marvelous powers of description which were so often displayed in his later writings.

Mr. Mahin had entered the office as an apprentice to the printing trade in 1847, so that for fifty-six years he was connected with the paper and one of the interesting features of this "Diamond Edition" is the story of the paper as told by this veteran, sixty-eight years after he first entered the office as a boy." Like Benjamin Franklin and Horace Greeley, he seemed to have taken to the art preservative by instinct. It is related that, after removing to Muscatine:

Near his father's house was the home of a pioneer settler, and a very important man in that early day, Col. Hardman. The Hardman home was located on Crooked Creek. Hardman was a subscriber to the Bloomington Herald then published by Stout and Israel. The copies of the Herald he received were filed on a string file in front of the great fireplace of his home. To the Hardman house young Mahin when his daily tasks were done, used to go and the genial colonel would permit him to read the copies of the Herald thus kept.

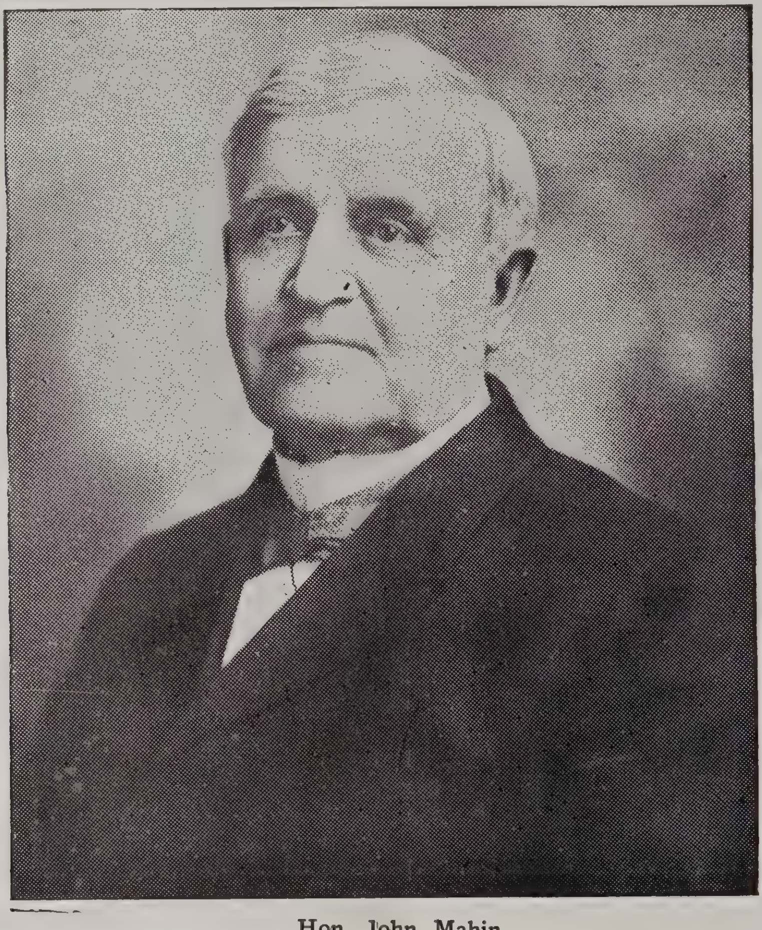
This was a great privilege for the youngster, for, from his earliest boyhood, he had always desired to be a printer. When the family returned to Bloomington, the elder Mahin, noting the bent of the son apprenticed him to the firm of Stout and Israel, the proprietors of the Herald.

The present editor states:

From this viewpoint, looking back over seventy-five years of the history of the Muscatine Journal, by far the most important event marking the administration of Stout and Israel in the Herald office, was the taking into their employ, as a raw, green, young apprentice of thirteen years, the man who was afterwards to make his name synonymous throughout the state and the nation with that of the Muscatine Journal—John Mahin.

And further on adds:

Few men ever have given to a newspaper the stamina, the red blood, that John Mahin gave to this paper while he conducted its affairs. Perhaps even those who admire him most may believe his views to have been a trifle narrow, but as he saw the line of right he hewed to it. Threats of actual loss of patronage never moved him; terrorism itself in its worst form could not still a tongue that preached a doctrine he believed in. Square, uncompromising, he was an editor of the old school, a representative of the best the old school offered.



Hon. John Mahin

A Consistent and Fearless Foe

Throughout his editorial service, Mr. Mahin was a consistent foe of the liquor traffic. He carried his opposition to such lengths that he made some bitter enemies for himself. But neither the enmity of his foes or the advice of well-meaning friends ever turned him from the pathway which he had chosen, because he believed it right. In the darkest hour of his life in Muscatine, his home, together with those of two other prominent residents, was blown up, following the bitterest part of the struggle in Muscatine during the days of the old prohibitory law in Iowa. On the night of May 10, 1893, his home was wrecked and he and his wife and children, together with the maid employed in the house, escaped with their lives only as if by a miracle.

Not even this dastardly deed served to cool his ardor for the cause in whoch he had enlisted, not for a single battle or campaign, but until the fight was ended. While Mr. Mahin no longer is engaged in editorial labor and therefore no longer has the opportunity to daily set his lance at rest and charge upon his ancient foe, there are no signs that he has changed in his opinions or that his loyally to the white banner of temperance has grown less warm.

Mr. Mahin, in part perhaps by reason of the intenseness of his convictions and uncompromising character of his support of those convictions through the columns of his paper, won for himself a wide reputation as an editor and as an able writer.

His temperance principles, possibly, were strengthened in his early days by the sad results of intemperance in the destroying of the business successes and lives of some of the early owners and publishers of the paper, though, a story of his apprenticeship days indicates that he had the valuable qualities, from the first, of high principles, earnestness and purity of mind. It was noticed that he took no interest in the foolish and vulgar talk and stories of the two journeymen printers and one of these, meeting him one day, complimented the boy on this fact, and assured him that he respected him for the stand he took, acknowledging the folly and hurtfulness of indulging in such degrading conversation and story telling.

Here is a description of the first paper issued by Mr. Mahin, July 17, 1852, that serves to illustrate, further, the changes in newspaper-making and the value of right principles enforced and adhered to with religious fidelity:

Mr. Mahin's first page, was made up so as to give something for the farmer, something for the story reader, and considerably more for the politician. Henry Clay's famous motto appears on this page. There is also on this page a report of a political speech made by the late Henry O'Connor, who had but recently appeared before the public.

Mr. Mahin's Policies.

The second page contains the editorial and some news matter. The salutory of the youthful editor shows that he was not wholly satisfied with himself, but rather was aware of imperfections and crudities in his first effort. It is worth noting, however, that he then laid down three plans of political economy to which he steadfastly adhered throughout his editorial career—first, a protective tariff; second, internal improvements; third, a sound and stable currency.

The whig national, state and county tickets in the field at that time are printed on this page. All these candidates were beaten at the ensuing election, except Eiljah Sells, who received a majority of three votes for representative, his opponent being H. D. LaCossitt, of Muscatine. Mr. Sills was a resident of Fairport.

The third page of this issue is mainly filled with advertisements. The names of some of the advertisers will revive interesting recollections for the older residents of this city.

The fourth and last page of this issue contains poetry and miscellany and more advertisements. Among the advertisements are those of five of the many splendid steamboats then plying in these waters. There being no railroad reaching the Mississippi River at that time, passenger and freight traffic was almost exclusively by the river and there were many large and finely equipped boats in the trade.

Of those whose names appear in the advertising columns of this issue, none are now living so far as known, at least none who may survive are living in Muscatine.

Mr. Mahin's story of the early days filled with the aroma, if not romance of the old-time print-shop; sweeping out the office, carrying in the water and the wood; keeping up the fires, carrying the paper around to the anxious, waiting, welcoming town subscribers; learning the boxes; setting the first piece of copy; rolling the forms with two handled-roller cast from the composition of molasses and glue, mixed and boiled in the office—the nostrils breathing in the odors of glue, molasses, paper and ink and the hands covered with the latter, from which the clothes were protected by enfolding paper apron; then placing the great sheets of pure white paper in the tympan, fastening with the frisket, lowering on the form, turning the crank and running forward the platten, with inked forms and paper, under the frame of the printing-press, then seizing the handle, with a strong pull, making the impression by a back whirl of the crank, drawing back the form, raising the tympan carefully lifting the sheet and placing on the board, a finished work, bearing all the news and thoughts, wisdom and sentiments of the printed sheet, the joy of the printer-editor, who, in those days, generally operated the press and had the joy of conqueror, when he glanced over the sheet in its bright, clean, black and white. A token, or two hundred sheets, an hour, was the output, and one can figure how many motions, and how much expenditure of muscle would be required to print even five hundred sheets on both sides. No wonder that there were long hours nor that on the day of issue, the day was often lengthened into the night and the traditional midnight oil was burned by both editor and assistant. This is all changed and the editor works only in the sanctum now, whether there was not, after all, something strengthening and ennobling with this old-fashioned, closer touch with the work is a question that will never be solved in these days of improved presses, typesetting machinery and electric motors. Brains have been put into the inventions and muscles are given rest. The printer then advanced from the cases and press to the sanctum and there came his broader view, usefulness and joy. He dealt with men and measures. The review of the recorded events of half a century, the advance of principles, the struggles and the upbuilding of parties and men; the growth of the business and the enterprises of advertisers and then the passing away from year to year of those who have struggled and won or lost, all reads with a thrill that can only come from having a part and an important and extended part in the affairs of men and all things common to humanity and all the interests of a city of men, women and children, with all their hopes and fears through the passing years.

Then there is a closer relationship than that of the whole community. It is that of daily association with fellow workers and with the boys and young men growing up in the office. During its many years many strong men have come out of the office of the Muscatine Journal, having secured much of their education, and a good share of their development, strength and business method and ability therein.

Among these may well be mentioned John Lee Mahin, the son of the editor, who has won wealth and a National reputation as president of the Mahin Advertising Agency, of Chicago, his interest, in which, as will be seen by a notice on another page, he has turned over to one who has been trained under him, while he goes to New York City to enter a larger field, and to carry out plans that he has cherished for many years. He has become not only successful in his business but a greatly valued writer on business and advertising topics and a contributor to leading metropolitan papers.

His story of his connection with his father's paper, which the Journal prints under the general title, "Journal Carrier Boys of Yesterday Send Greeting," for there are other contributors

John Lee Mahin

beside himself to the symposium—is not only intensely interesting but is very valuable in up-to-date suggestion.

Mr. Mahin writes in a way that will be appreciated by all wanderers from the old home:

> Your assignment makes me realize suddenly that I had never considered it possible that I could have been a boy anywhere else. Muscatine, with her river, her bluffs, her islands, her sawmills, and above all else her people, is a part of me.
>
> Not until recently have I fully appreciated the value of having grown up in a city which was, and is, blending and welding together so many nationalities and constantly developing the highest type of American citizen.

Then follow scores of incidents of boyhood's many memoirs, some pathetic, some tragic, but all pleasing. There are bits of wisdom like the following:

> Of course, no boy ever realizes, at the time, how many of the things that he is learning will be of incalculable advantage to him later in life. The varying experiences I had as carrier, bookkeeper, printer, reporter and as business manager of the Muscatine Journal are of use every day, in meeting situations in my present business.

* * * * * * * *

> Mr. P. M. Musser gave me a most valuable piece of advice, when I asked him whether I ought to hire a bookkeeper. "You cannot afford not to have a bookkeeper," he said. For the first time I realized that successful business men are the ones who know how to supervise the work of others, to their own and others' advantage.

Referring to his father's work in Muscatine, he writes:

> Time will accord father and mother full appreciation of the work they did in Muscatine. They were aggressive and constructive. They believed that big ideas unite people, and that petty ones divide them. I feel sure that the ideas father stood for became more acceptable as soon as they were dissociated from Father's aggressive personality, as soon, as people realized that they were sound fundamentally, and not just father's pet theories.

Near the close of his story he states what has been found true by older men:

> I have said nothing about the unpleasantness of being a boy in Muscatine. There were unfair and unkind schoolteachers, and the bullies that like to terrify little boys.
>
> But the unfair, the unkind, the brutal, have disappeared. A few years ago I inquired about some of them. Nobody seemed to know where they were. Somehow envy, malice and injustice react destructively on the human being who harbors them.

Not to mention others, Ellis Parker Butler, poet, writer, and humorist, who has immortalized his old home in "Riverbank," "Swatty," and other stories and poems, was a carrier boy on the Journal and writes incidents of his boyhood days. Gardner Cowles, now publisher of that other splendid Iowa daily, The Des Moines Register and Leader, joins in the early reminiscenses of the "Jubilee Edition," where he learned to be a newspaper man. He closes his contribution in a way that shows his continued affection for the old home, as follows:

> As the Journal celebrates its Seventy-fifth Anniversary, I can only wish for it a continuation of its past successes and that it may be a continuing force for the upbuilding of its community in the future, as it has been in the past. There is no reason why the Journal should not live and continue to be published so long as the water runs to the sea in the great river near its office, and Iowa continues to be the best state in the best nation on earth.

Among others who have had to do with the destiny of the Journal since the retirement of the Mahins, was the late A. W. Lee, himself educated in the Journal office, that has proved such a grand college and school of journalism. Mr. Lee won success and fame as publisher of the Ottumwa Courier and then extended his good work and influence by forming what has been called "The Lee Newspaper Syndicate," buying up and conducting newspapers in Iowa and then invading Wisconsin and Missouri. He was a most genial gentleman, as well as a model and successful newspaper publisher. We last met him just before the convention of the National Editorial Association at the Jamestown Exposition, Norfolk, Va., in 1907. He had arranged a trip to Europe but we urged him to postpone the journey and attend the Convention, and he seemed very desirous of meeting with the editors again, but his arrangements had been completed and he felt the need of change and rest. He took the journey, experiencing a pretty strenuous and stormy sea voyage and died in Great Britain a few days after landing. We have often wondered whether or not had he gone to the Convention and enjoyed rest and fellowship with his newspaper friends among whom he was so highly esteemed, and rested there, his life might not have been prolonged. He was a kindly gentleman, a true friend and we loved him. He had finished a great work and still lives in the splendid accomplishments of the young men whom he placed in positions of great usefulness and in the newspapers that they conduct with signal success. The Lee Syndicate purchased the Muscatine Journal in 1903 and Mr. Lee placed in control, first as business manager, then as publisher, Mr. Walter L. Lane, a young man whom he had developed in the office of the Ottumwa Courier, thus handing on what he had learned in the Journal and by subsequent experience.

The true newspaper is immortal, not only in its influence on the readers, but, more distinctly, in the worthy workers that it educates, trains and inspires. The Journal made rapid advancement under the management of Mr. Lane; many improvements were added; the business was increased, and a new Journal building erected, but unfortunately Mr. Lane was taken ill and died January 27, 1907, only surviving his friend and benefactor a few months.

He was succeeded by Frank D. Throop, widely known in the calling among members of the National Editorial and the Inland Daily Press Associations, for his practical, helpful knowledge, plans, and views of newspaper work. He remained with the Journal until last fall. During his eight years of service, he won the affection of his associates and the very highest esteem of the community and became a prime mover in every project which had for its aim the promotion of the interests of the community. He was educated in the public and high schools and the Weslayan University of Mt. Pleasant, Iowa, where his father was editor of the Free Press and as a boy he was carrier for that paper at twelve years of age. He learned the printing trade in his father's office, during his school days; while a student at Wesleyan University, he earned his livelihood by operating a Linotype. He worked as he studied, got his education while learning his calling, a plan that has always produced the strongest and best men. He worked in several different Iowa offices after his graduation and took the position as city editor of the Muscatine Journal in 1901, and later became managing editor of the Sterling, Illinois, Standard, but returned to the Journal in 1905 as managing editor, succeeding Mr. Allen as publisher in 1907, and remaining until last autumn, when he resigned to accept what he considered a more advantageous position as manager and part owner of the Davenport Democrat. The Journal, in its "Diamond Jubilee Edition," says of him:

> He faces added responsibilities in his new position but his success in the local field has been so flattering that his Muscatine friends and well-wishers feel confident of his future success in the up-river city.

> Mr. Throop merits his rapid advancement in Newspaperdom. He possesses every resquisite of a good newspaper man. He has been trained in every department and his many years of experience equip him to meet any obstacle which may confront him. It was his ability to discern the right course and stick to it which brought forth the generous support of every associate. Although mature in experience he possesses that degree of enthusiasm which fires those about him with a determination to lend their utmost encouragement and energies to the projects which he attempts. He unifies as well as directs and it is this faculty of generalship that has made for him pre-eminent success. His kindly interest in the advancement and success of those about him always found its reward in their better efforts.
>
> Mr. Throop is a newspaper man by heritage as well as by training and inclination. His father and grandfather before him were engaged in journalistic endeavors.

The present administration of the Journal is in every way equal to its predecessors as shown by the "Diamond Jubilee Edition" and by the expressed appreciation and evident understanding of the principles and methods by which the paper has been brought to its great success. Besides all this, those who have been previously in charge of the paper express their high admiration for and confidence in the present management. The publisher, Mr. L. P. Loomis, had his education as a newspaper worker under A. W. Lee on the Ottumwa Courier, where he was employed five years, first as solicitor, later as bookkeeper, then as reporter, then as city editor. Mr. Lee's plan was to have his men learn every part of the business. Mr. Loomis has been nine years with the Muscatine Journal, first as managing editor, and then succeeding Mr. Shoop as publisher:

> Under his supervision, the department heads direct their forces and their own individual energies toward the supreme end of conducting a successful and a worthy newspaper. At the head of the advertising department is George S. Pitchforth, while the circulation department is presided over by Clyde Rabedeaux. Ralph J. Leysen is the head of the editorial department with E. O. Randall as city editor. The mechanical department is supervised by R. L. Boydston, the foreman of the composing-room, and Samuel Strajack presides over the press-room.

If the future is to be judged by the past, every one of these men, sooner or later, will be sought as managing head of an important newspaper. The "Diamond Jubilee Edition" shows that the present publisher commands the friendship and co-operation of the citzens of Muscatine; the First National Bank joins heartily in the celebrating of the Anniversary of founding, while the leading business and manufacturing establishments are liberally represented, as are the transportation companies, all leading industries, and the school interests and the churches.

We have made a careful study of this issue of the Journal because of the educational and historical values to be found therein, important to all newspaper makers. Yet we have by no means exhausted the rich mine or given by more than one-half as much as we desired, and for that reason expect to treat of other features in a later article.

The Diary of a Home Newspaper

IN remarking on the publications, in its issue of January 20th, of the of the diary of home events, "The Local Chronology for 1915," the Gibson, Illinois, Courier, very apappropriately quotes Goldsmith's lines:

"A charm from the skies
  Seems to hallow us there,
Which, seek through the world,
  Is ne'er met with elsewhere."

Life is largely composed of, influenced, made useful, happy, great and successful, by, the every-day experience and occurences, the little things of the home and personal experiences. In view of these facts the diaries of men and women, of the world's good, true and earnest workers have ever been highly prized and eagerly read. So a diary of home affairs becomes a very important feature of a newspaper, whether that paper be Metropolitan or rural. The following thoughts and views of the Courier in this regard are instructive in more ways than one, to the newspaper maker and inspiring withal:

> There is something ever fascinating and alluring about a diary. It tells a tale of other days, it gives an intimate picture of little events homely in themselves, but full of interest. The Courier presents its readers this week with a community diary in the shape of a carefully compiled chronological summary of a year's history of the community and its widely divergent avenues of interest, as given in these columns in the past fifty-two weeks.

Our Annual Chronology.

> All last year this summary was growing in the hands of the editor, until this weekly diary made a volume embracing many pages of manuscript. While it probably is not devoid of mistakes, yet in the main it is an accurate and careful review. The chronology this year covers eleven solid columns of this issue of the Courier, and was gleaned from over a thousand columns of local news presented to the Courier's readers in the past twelvemonth, covering Gibson City and the neighborhood for a radius of twenty-five miles.
>
> It is a chronology of the deaths, the marriages, the births, and other items of vital interest in the everyday life of the people. It deals in "folks," just the common

folks whom we all love and understand. It tells the story of sorrow and bereavement; it tingles with the atmostphere of romance; between its lines one reads the old-time song, "Where did you come from, baby dear?" It will be read with a hundred conflicting emotions and quickened memories.

County Newspaper's Strong Hold

No feature of this newspaper so strikingly depicts the unique and powerful hold of the country newspaper upon the affections of the people. The country newspaper has a mission which no other medium nor institution can perform. In telligently and consistently and honestly directed, it is the greatest power for good in all America. It deals intimately with the lives of people in their everyday, home affairs. In every sense the country newspaper is a human-interest document. Compared with it, the metropolitan daily and the great magazine are impersonal and detached from real touch with domestic life.

Influence Is Far-Reaching.

Not only does the country paper serve well its own restricted community and surrounding neighborhood, but its intimate service follows the fortunes of all those who have ever called its community "Home." The influence of an old and well-established country weekly extends into a score of states. News items concerning the lives of former residents are chronicled constantly in its columns, thus reflecting the abiding interest of the home community in the affairs of those who have sought habitation elsewhere.

In thousands upon thousands of homes in Chicago and New York the great daily is dropped, the postman greeted with eagerness when he brings the paper from back home. The great city is mercilessly impersonal, and the metropolitan press finds it impossible to be intimate. Its citizens die and the current of llfe rolls on without cessation. Back home, in the country town of former days, the weekly newspaper gets the news, and the life which went out all unnoticed in the city is faithfully chronicled. And so these children of a former day send their items and add to the wonderful human interest of this weekly home visitor.

Country Paper Coming Into Its Own

There is a growing realization in America of this fundamental position of the country newspaper in the home life of the people. Advertisers who map campaigns running into the millions are beginning to take this factor into account. They are beginning to realize that the newspaper not only has an audience, but a prepared audience; they are beginning to find that the country weekly influences because it is genuine and sincere, and because it enlists the affections and confidence of its readers as no other periodical on earth can hope to do. The politician of the new era has found it out. The growth and importance of the clipping bureau is an evidence of it. "Feeling the pulse of the country" at Washington is the study of the attitude of the country press.

How readers Are Gained and Held.

The chief and constant desire of the country publisher is to secure a large list of subscribers and hold them. To this end he is frequently led into some odd and devious paths. He will give premiums and run contests of various kinds, making every inducement but the one essential one to gain his desire. This one essential inducement, so often overlooked, is to make a newspaper that becomes indispensable to the people of his community—that gains such a hold on its readers by its intimate relation to their lives that no amount of competition can shake off its hold. This is the real and only successful method of circulation building—but it is no royal road. It is the most expensive plan, and it takes the longest time, but its results are sure.

The Country Editor's Task

The publisher who faithfully discharges the task of issuing a country weekly must realize something of the weight and importance of his task. In the exercise of the function of country editor there is call for all the courage of conviction, the perception of human nature, the tact of right language, the charity of heart and steady year-round integrity of purpose there is in a man. If Providence has granted him a sense of humor he is fortunate, and he will have a good time.

* * *

FORMER NEWSPAPER MAN ELECTED PRESIDENT MAHIN ADVERTISING COMPANY.

Wm. H. Rankin Succeeds John Lee Mahin, Former Head.

WM. H. RANKIN

New President of Mahin Advertising Co.

Announcement of an important change in the Mahin Advertising Company has been made. John Lee Mahin, founder of the company, has sold his interests to William H. Rankin, and retires at once from the Presidency of the organization.

Mr. Rankin, the new President of the company, has been Vice-President of it during the past seven years. He came to Chicago in 1907 to assume the Western management of the Street Railways Advertising Co. under Mr. Thomas Balmer who is now in England. He has a wide reputation as an advertising man of progressive ideas and unusual experience.

Before he came to Chicago in 1907, Mr. Rankin had a thorough training, not only in newspaper, form paper, magazine and street car advertising, but as circulation manager of the Star League of newspapers, advertising manager of a form paper and as business manager of the Bobbs-Merrill magazines in Indianapolis.

Mr. Rankin is known from Boston to San Francisco as a man of unusual merchandising and advertising ability, and his success in the advertising field has been continuous.

Under his direction the Mahin Advertising Company will undoubtedly maintain its position as one of the most prominent and successful agencies in America.

Associated with Mr. Rankin are Wilbur D. Nesbit, who will be Vice-President ,and Herman A. Groth, who will continue in office as Secretary and Treasurer of the Mahin Advertising Company. Both gentlemen are well known in the advertising world and each has had an extended and successful experience in building up the company with which they will continue to be identified.

The Mahin organization will remain intact. No changes will be made in any of the various departments.

In retiring from the Presidency of the Mahin Advertising Company, John Lee Mahin said concerning the men who are to succeed him in the management of it:

"As I picked all these men for the work they are now doing, there can be no question of my sincerity when I say the customers of the Mahin Advertising Company cannot suffer by this change.

"As for myself, I shall be able to gratify a long-cherished desire to do business and live in New York City.

"On May 2 it is my intention to open an office there. In the meantime, I shall give to the Mahin Advertising Company any service of which I am capable in furthering its interests."

Mr. Mahin stated that his remarks were to be regarded as indicative of the friendship existing between him and the men with whom he has been associated.

* * *

ANNUAL MEETING OF THE BEN FRANKLIN MUTUAL CASUALTY INSURANCE COMPANY.

The annual meeting of the members of the Ben Franklin Company was held in the offices of the Company in the Insurance Exchange Building, Chicago, on January 26th. The officers of the company, consisting of W. J. Hartman, President, C. S. Partridge, Vice-President, Eearl H. Macoy, Vice-President and J. C. Adderly, Secretary-Treasurer, were all re-elected for a term of one year.

The experience of the company since it was organized five years ago has been highly successful. The company has specialized exclusively upon the liability and workmen's compensation risks of the allied printing trade. The net cost of the insurance to its members has been less than 25% of the original rates promulgated by the Stock Insurance Companies for Workmen's Compensation Insurance. More than $60,000 has been returned in cash dividends to its policyholders. Every claim has been paid promptly and cheerfully without procrastination or resort to technicalities. The Insurance Department in its examination of the company has complimented it upon the economy with which the business is conducted, the correct and intelligent manner in which its accounts and finances are handled, and for the prompt payment of all claims.

A change in the By-Laws was made by which the contingent premium of members is limited to one annual premium. This practically removes the only objection that stock insurance agents have ever urged against mutual insurance, and the company is now in position to more effectually serve the members of the trade than ever before. The Ben Franklin Mutual operates in conjunction with the Millers Mutual Casualty Insurance Company, which is the Mutual Casualty Company of the milling and grain trade. By a reinsuring agreement the combined strength of both companies is behind the contract of each.

BEN FRANKLIN MUTUAL CASUALTY INSURANCE COMPANY.

(Incorporated under the Laws of Illinois.)
Chicago, Illinois.
FINANCIAL STATEMENT.
January 1, 1916.

Assets:		
Bonds (market value)	$27,489.40	
Cash on hand and and in bank	11,878.53	
Accrued Interest on Investment	737.73	
Premiums in Collection	4,533.25	
		$ 44,638.91
Reserves and Liabilities:		
Reserve for Reinsurance	11,691.65	
Reserve for Claims	13,638.12	
Reserve for Taxes & Expenses	100.00	
Reserve for non-admitted Assets	292.84	
		$ 25,722.61

Net Cash Surplus to Policyholders	18,916.30
Contingent Surplus to Policy Holders	226,551.97
Total Surplus available for Payment of Losses	$245,468.27

Record since Organization

Number of Accidents Reported	1,955.00
Total Loss Items Paid and Reserved	$60,497.49
Dividends to Policyholders	57,577.89

The above financial statement is certified by audit of Mr. Arthur J. Uutter, Public Accountant and Insurance Specialist.

ANNUAL MEETING OF THE MEMBERS OF THE PRINTING TRADES MUTUAL FIRE INSURANCE CO.

The annual meeting of the members of the Printing Trades Mutual Fire Insurance Company was held at the new offices of the company in the Insurance Exchange Building, Chicago, Ill., on Tuesday, January 25th. Mr. J. A. Morgan, who has served as president of the company since its organization, requested to be relieved of the active duties of the office on account of ill health. The following officers of the company were elected for the year 1916: W. J. Hartman, President, W. J. Hartman Company; Geo. H. Benedict, Vice-President, Globe Engraving and Electrotype Company; J. J. Miller, Secretary, Barnard & Miller; O. A. Koss, Treasurer, O. A. Koss & Company; J. C. Adderly, Asst. Secretary.

The business of the company during the past year has been very satisfactory. The net cash surplus available for the payment of losses has shown a material increase during the year and the company is in better and stronger position at the present time than at any time in its history. The rate of dividend paid to policyholders during the past year has been ordered continued by the board of directors. The business details and management of the company will now be conducted under the direct supervision of Mr. J. C. Adderly, who is also Secretary and Manger of both the Millers Mutual

Casualty Insurance Company and the Ben Franklin home office of the company is now located in the magnificent suite of offices occupied by the Mutual Companies mentioned on the 19th floor of the Insurance Exchange Building. The Company will be in better position to serve the members of the trade than ever before and its continued growth and success will be of greatest benefit to the entire trade.

* * *

"THE PAPER WITH A CIRCULATION AT HOME"

The Parisian of Paris, Tenn., uses the above line under its name heading on the first page.

Circulation at home is the strong point with the local paper and, in this day of many newspapers, in every city, it is no less the strong point with the metropolitan newspaper as well.

The home advertising is the chief reliance and support of all home papers, daily and weekly, and it is well for every publisher to impress upon advertisers the fact that his publication covers the local field.

We publish a local paper in Chicago, covering a field of about one mile square, in which are scores of establishments and of doctors and dentists seeking only the home patronage. These cannot afford to pay the rates usually charged by the large dailies with circulation of two hundred thousand or three hundred thousand, ninety per cent of which is of no value to them, hence it is up to our publication, The Ravenswood Citizen, to show that it covers the home field and contains such home matter or news as is of direct interest to home readers, and that makes the paper a necessity or at least a publication for which the home paper people subscribe, pay for, read and highly prize. There must not only be a home circulation, but a quantity circulation. The home people must be active, earnest friends of the paper, that must be of such character as to lead a subscriber to make it known if a number is missed and to declare that they cannot do without it or feel lost if a single issue is missed.

The Parisian plays up important local events, interests and incidents on the first, second and third pages, in the most effective manner of modern newspaper-making, with strong display headings, and to only a less extent on the other pages, that contain the local brevities, and personal mention, the latter largely under the heading, "Heard About Town."

* * *

At the recent "Educational Dinner" of the Portland, Maine, Ad Men's League, addresses were made by the leading educators. The Express states that

"All four Maine Colleges, as well as others outside the state, and Portland and Deering High Schools, were represented."

One of the professors spoke of the "Relation of Higher Education to Advertising and Why Advertising Should be a part of the College Curriculum." Others talked of the advantage and importance, to all those active in the affairs of the country, of a broad and extensive education.

* * *

INLAND DAILY PRESS ASSOCIATION

The annual meeting of the Inland Daily Press Association is being held in the La Salle Hotel, Chicago, February 15, opening at 12:30 Noon, with a luncheon as usual.

The regular business consists in action upon several applications for membership, listening to reports of officers, and election of officers for the coming year.

The program, arranged by the president, is an unusually interesting one, which follows, in addition to which an expert of efficiency is to make a short talk and answer questions.

That part of the program remaining unfinished at the last session, will be the leading part of the program for this session, which is as follows:

"Checking the Advertising From the Paper to the Ledger."—Mr. H. H. Bliss, Janesville, Wis.

"Does the Postal Department Give the Newspaper Good Service?"—Mr. C. A. French, Muskegon, Mich.

"How Do We Know What Linotype Composition Costs?"—Mr. W. F. Parrott, Waterloo, Iowa.

"The Trading Stamp, the Travel Ticket, the Coupon System of Merchandising, and the Newspaper."—Mr. A. M. Snook, Aurora, Ill.

"Pay-Up-day, Dollar Day, and Other Special Days." —Discussion led by Mr. J. W. Hill, of the Courier-Post, Hannibal, Mo.

"The Outlook for 1916."—Discussion led by Mr. O. P. Bassett, of the Review, Elkhart, Ind.

"Old Problems in New Fields."—Mr. Scott Laird, Independent, Oelwein, Iowa.

The session will be largely in the nature of a Round Table, and any question interesting a member, may be added to the above program.

WIL V. TUFFORD, Sec.-Treas.

* * *

Mapleton, Minn., February 10, 1916.

Mr. B. B. Herbert, Chicago, Ill.

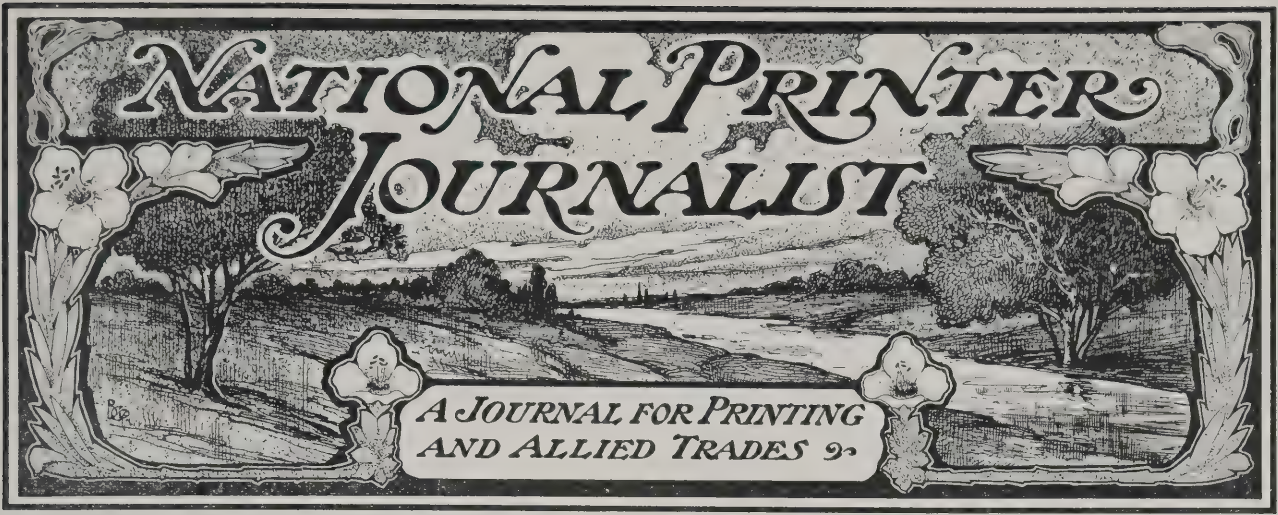
My Dear Friend:—I am expecting to greet you at the Golden Jubilee of the Minnesota Editorial Association at Minneapolis next week. I have not seen the program, but understand that it will be sent out this week and it is hoped to have present as many of the pioneers as possible.

We are all looking forward to the New York meeting next summer with a great deal of interest as it is certainly an enjoyable event to each year meet the familiar faces from so many parts of the country.

The Printer-Journalist grows in interest with every issue and I cannot help but think what an inspiration you and your publication have been to the young men in the printing business. I certainly appreciate the many good things which I have found in its columns. I do not know where my subscription stands but no matter where it is, just push it up another notch, for which find enclosed the required check.

With kind regards to yourself and Mrs. Herbert,

H. C. HOTALING.


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, MARCH, 1916 NUMBER THREE

The Woman in Journalism

Some Thoughts That are Just as Good for Men in Newspaper Making in Which Snobbery is Fatal.—The Big Art of Being Human—Knowledge of Humanitv in Huge Chunks—Not interested in Partisan or Personal Political Machines.

THE following extracts are from an address delivered by Mrs. Bessie Wilson before the District Editorial Association at Mankato, Minnesota, to which reference was made in the February issue of the National Printer-Journalist:

Newspaper perplexities are queer, unchivalrous things which are no respectors of persons and fall alike on the man and the the woman, the equipped and the unequipped, the prepared and the unprepared. There is only one thing to do and that is to meet them like a man even if you are a woman.

The woman who enters the office of a newspaper will find compensations for her work aside from the numberless shekels it will put in her purse.

Education in Being Human.

Perhaps the greatest of these compensations is the liberal education she is given in the big, broad art of being human. To the woman who drops into the office straight from the business of being a home-maker, or a mother, or a girl in school, or some other work of the orthodox woman-trades, the atmosphere of the workshop and the close contact with other human atoms is a revelation. The average protected woman of the home is often a snob—an unintentional snob it is true, but still a snob, who is self-sufficient in her own ignorance of, and lack of feeling, for the world. The woman who is so well protected, that she doesn't know there is anything to be protected from, may have the kindest heart in the world, but she has no possible conception of, nor interest in, all the puzzling situations that must be met by her sister on the outside, twenty-four hours of every day. She has a vague idea that such perplexities do exist, but the feeling is so vague and unformed that it easily loses itself in the momentous question of what she shall give John for dinner, and the business woman must not look to her for any actual interest or assistance.

But let this same protected woman be thrust, willingly or unwillingly, into the newspaper field and, if she is a woman of average intelligence—and if she isn't she won't last long anyway—she will be fed knowledge of humanity, in huge chunks which she won't have time to digest before it is time for her to swallow another. She will learn that the world is full of real people with real faults and real virtues: of men having a reputation for modesty who will connive to get their names before her readers; of the man who relishingly repeats all the choice scandal of the town and then one day comes quietly in at the back door with the whispered request that "nothing be said about that little matter;" of the woman with the hobby that looms large; of the politician with his suave plea for publicity and his blustering demand for retraction, of the statistician who drops in on every possible occasion to set the editor right on local history or the facts and figures; of the charitable side of men and women who hate publicity and would hide their light under a bushel, of the fund of quaint fun and appreciation of persons who have always been held utterly devoid of either; of the whole human family, "men as good and as bad as I"—she comes to know them all. And she

Ceases to Be a Snob, Becoming Instead a Humanitarian

who loves people, who sees in every possible news item and story an opportunity to actually do something of real value to the community in which she is working, and after a little time she even comes to know that the best way to do this good is, sometimes, to do nothing at all. When a person in newspaper work sees a real personality back of every bit of news she writes, the liberal education her work can give her has begun. When she has become so full of art and the glow of producing that people are not real people but only "copy" she has changed from a real woman into a story-writing automaton and for her soul's good should seek new fields of labor.

The ordinary woman is not usually interested in politics as men play the game. For personal reasons she may be interested in the making or breaking of individual politicians or certain individual groups, and for broader and

Impersonal Reasons

she will very often be interested in results reached by the political route. But for the game of politics itself, this thing of parties and pulling and planning, each man

No Liking for Political Machine

for himself first, the "machine" next and the people last of all—for this creature which has grown to such monstrous proportions, the ordinary woman has little liking. The Ida Tarbells are few and the only woman Minnesota has ever had who was a real political interpreter recently found conditions in chaotic Germany more interesting and managed to lose herself both physically and journalistically, for the time, in them.

Now this doesn't at all mean that the female of the species is so much more indifferent than the male that she refuses to even consider the broad results of statecraft that spell human good. She has a profound respect for results when they are lasting and actual results of the value given them on their surface. Many of them are not of this class and in spite of the current opinion among men, women are very apt at detecting the worm-eaten wood beneath the veneer of shiny mahogany. So, while a woman has genuine regard for the good things given the world by great statesmen, she has just as genuine a contempt for the work of the penny politician with his lust for office and publicity and a large impatience for his clumsy and apparent methods. This condition may be changed when the women are given the ballot at some near future date, but until it does change radically there will be no prominent politicians among women and no strong women-writers of politics. While the newspaper woman will continue to write of public persons and events even though her readers interest in them is largely for political reasons, she will not be interested in prophesying possible situations and combinations in politics, in suggesting impossible positions and appointments; nor in posing as a political prognosticator. In other words the lady editor the editress or the editorine, as you may call her according to your degree of facetiousness, has no desire to appear the "king-maker" she is not, and will go on calmly clipping her political paragraphs from The Fairmont Sentinel or The Mankato Free Press—or from The Worthington Globe when she wants an especially subtle and far-sighted view into the future. She will also continue to credit them when she has to or to steal them outright when she thinks she can get away with it.

Playing the Game in a Fair Field With No Favors

The woman worker, whether in newspaper or other work, asks a chance to play the game with a fair field and no favors. The time has gone by when a woman demanded a suspension of rules in her favor and then bullied the rules-bound losers. There is no place in the business world for the woman who hides behind her sex. Men and women are both realizing this more and more as the number of women who fill an active and positive place in all lines of commerical industry increases. Another notion that is also being worked away from is that a woman may be cheated, browbeaten, frightened or coaxed into doing the thing which is not for her own good. She is daily proving that she is made of sterner stuff—the stuff which demands an equal chance with equal rights and a fair division of the spoils of the war of Life—this wonderful game of making a living and making a life.

If she asks no favors for herself, she is insistent on a fair deal from her brothers, with all the cards above the table. She asks that she shall not be handicapped by being given the least worth-while work on the plea that it is the easier, nor by the lower wage when she proves the same earning capacity as the man, nor by the double standard of judgment of morals, nor by a stricter holding to things conventional than that to which a man must submit. "What's sauce for the gander is sauce for the goose" is a trite old saying that still has much of human jusice in it. Right is right and wrong is wrong we are told; seven words for a creed and a whole life to live. I ask you if it isn't a trifle limited, but if one sex is to be limited why not both?

Perhaps the newspaper woman more than most women knows what it is to be hedged in by these several limitations peculiar to her sex. Her work means constant association and contact with men, a growing knowledge of the world broader than is given to women in most lines of occupation, and a more or less intimate knowledge of the way men meet situations that arise daily.

Abiding by the Rules; Never Knowing Defeat; No Excuse for Down-and-Outs.

Because of these opportunities for a broader out-look on affairs she is becoming more clamorous in her claim for a chance to prove that she can hit the line hard, abide by the rules men have made for men, and submit to being beaten if she is. It is possibly true, as I was told recently, that a woman never knows when she is beaten—if it is true let us at least honor the spirit that won't accept defeat. If that were the only fault women have I should say that they are not utterly unacceptable as doers of the world's work. There is no more excuse for the down-and-out woman than for the down-and-out man. When both sexes come to realize this in its entirety, conditions will have gone far toward righting themselves.

Genuine Fun in the Newspaper Game.

For either man or woman there is no better chance for genuine fun than in the newspaper game and I'm inclined to believe that the country newspaper is perhaps the most fun of all. Real, honest, sure-enough fun is not attained by a life of social excitement, nor a scramble for wealth nor even in following in the trail of a big ambition. It is rather to be won by grasping a chance, even a slinky, slithery, slippery sort of chance and developing it to suit ones own ideas and ideals and needs. We knights and ladies of the print-shops are all blessed, or cursed as the case may be, with many ideals—blessed if we follow the star without being blinded by its brightness, cursed if we "follow the Gleam" to the exclusion of all things practical. At any rate we are all forced to admit that we have ideals—if we didn't we would set about raising chickens or giving dancing lessons—if we were skillful enough. We would probably make more money at either of these occupations but for us they wouldn't be any fun.

Daring and Adventure.

There is a certain element of daring and adventure in writing of actual people and events in one's own small world, even when the writer aims to be wholly conservative. The material with which the news writer is alive and vital—in fact about the only deadly thing an editor has to contend with is the card of thanks, and by charging for each one he writes, he may gradually get away even from those. Even the obituary is a part of the history the community is helping to make.

Fun in Study of Individuals.

There is real fun to be found in the close study of individuals to which writers are given the key. There is real fun in the keen rivalries between editors when they are good-natured, and when they are not good-natured, they have only to be ignored. There is fun in chasing the elusive scoop which some of us never catch, and then there is the everlasting overdraft fight to add zest and to instill a little "pep" when the editor is apt to grow fat and complacent and sluggish.

Editors Do Not Need Sympathy Nor Pity.

They like every one else, do need a fair understanding by the people for whom they work and like everyone else, they probably wont get it. But that too, is a part of the game and is not to be altogether regretted. If we play for final results not only for ourselves but for our community and for the hardening of our mental and moral muscles. we are going to have some real sport out of it. As the Lama says in Kim, "This is a great and terrible world," and only the true sportsman wins his way through with honor to himself and good to his fellows.

And there is this about it; the call of the ink is strong upon him or her who has once breathed its incense. Try as he will, the one time editor will always lust for his beloved pastepats. Having felt the feel there is nothing for either man-editor or woman-editor to do but keep on.

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CO-OPERATION BETWEEN SCHOOLS AND PRESS.

The Press Bulletin of the University of Wisconsin of Januray 26 contains the following:

To the Editor:—

Is your town interested in good roads, civic improvements, ownership of public utilities, coöperation or any other of the hundreds of subjects now demanding attention? If so, you have probably wished that you could secure easily the latest information and thought on the subject so that you might write special articles or editorials on one of these subjects. Do you know that a Package Library, which can be obtained from the Extension Division of the University of Wisconsin, will place before you in convenient form a wealth of data and opinion on any one of these worth-while subjects? If a Package Library on the particular subject is not at hand, one will be made up as soon as possible. The Package Library contains selected clippings from magazines, newspapers, pamphlets of organizations, government documents, typewritten excerpts, and even books. The informtion is brought up to date. All that it will cost you is the postage stamp on a letter requesting it and the postage for the return of the package after you are through using it. The service is given only to residents of Wisconsin.

It would be advisable for you to state definitely the purpose for which you desire the material and the latest date upon which it will prove of service. This information is essential as it is obvious that the same material can not be used to advantage by an editor and a rural school pupil.

In the range of the Package Library service every subject of more than passing importance is covered. More subjects are being added all the time. In the past, high schools have made the most use of the Package Library, with rural clubs and men's clubs following closely, These libraries have been borrowed to obtain information for the purpose of addresses and articles for publication, for business development and community welfare.

Growth of the Package Library idea is shown by the records of the department. In the year ending June 30, 1913, a total of 2,829 packages were lent; in 1914, the total increased to 3,741, and in 1915, the total jumped to 5,188.

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NEWSPAPER ACTS AS HOST TO COMMUNITY

From Univesity, Montana News-Bulletin:

Unique in the history of community meetings was a gathering held in Livingston, last Tuesday night, with the Enterprise Publishing Company as host and the business men of the city as guests. The affair was given the form of an informal banquet and the talks dealt with the proposition of Manager J. G. Locke of the Enterprise, to make a bigger, better newspaper for Livingston. Mr. Locke outlined his plan and asked for the coöperation of the business men of the city.

Dean A. L. Stone of the school of journalism at the University of Montana made the principal talk of the evening, taking for his theme the relation between a newspaper and its community. Mr. Stone argued that one good newspaper is as rich an asset as a community can have; that a strong daily newspaper is more than a mere looking-glass reflector of the city's doings; that it is an intimately essential part of the community life and that it furnishes to the stranger the best epitome that can be obtained of the city's life and spirit. The newspaper serves daily, throughout the year. It is always on the job. But the making of a newspaper is a business; it is a business that cannot be a success without the co-operation of the people of that community. To withhold that co-operation is to stamp the community as lacking in the true spirit of progressive citizenship. The newspaper owes a great debt to its community, which it pays in service. The community owes a debt no less heavy to the newspaper, a debt that can be paid only in patronage and business-like support.

Other speakers were Livingston business men, who left no room for doubt as to the real spirit of their community.

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STANDARD OF JOURNALISM RISING

The Caledonia Era

Caledonia, N. Y., February 12, 1916.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—The standard of country journalism is rising slowly and I think your magazine has helped very many of the owners mightily. I hope the article mentioned may set some of the fellows, who are working for too small prices, to thinking.

Enclosed minutes last meeting of Western New York Newspaper Publishers' Association.

Very truly yours,

R. A. PECK.

ADVERTISING RATES, NEIGHBORHOOD CORRESPONDENCE AND CIRCULATION

Discussions at Western New York Newspaper Publishers' Association Winter Meeting, January 22, 1916.

THE winter meeting of this association at the Powers Hotel, Rochester, January 22, 1916, was the best held in several years. The presence of William G. Naylor, an expert newspaper man with wide experience in all lines, weekly and daily, and his readito recite his experiences and answer questions was the principal feature.

It was shown in a paper by C. W. Mills of Sodus, Wayne Co., that Wayne's quarterly meetings it was found that almost all prices were charged for legal notices, as low as $6 for a notice to creditors. A resolution was drafted and signed by every publisher in the county agreeing to charge full legal rates thereafter, and now all get the same business as heretofore, without solicitation, and at very much higher rates, one publisher saying at one meeting that the legal notices in one issue of his paper brought him in $33 more than before the association was formed. The increased income from legals more than compensates any publisher for the time and energy spent in attending meetings and taking some part in them. All the Wayne county papers now charge for church notices, which mean money profit to the promoters, all having published notices that all were uniting in similar action. A committee has presented the publishers just claims to the board of supervisors and progress has been made toward more just prices for official publishing and job printing. Advertising has been discussed in all phases which concern the rural publisher. As a result some members have moved rates up to a better level, charges now being equalized throughout the country. Some publishers have given others inside information about new business. A committee has been working to gather and distribute information as to all the notices town and village officials are required by law to publish. Job printing prices have been raised to a more profitable figure. Socially, the meetings have been very pleasant.

In discussing reliable advertising agencies, questionable matter in copy, etc., Will O. Greene brought out that the courts had held that if a publisher accepted any line of business, say liquor advertising, he must not discriminate between firms dealing in liquor as to admission to his paper or as to rates, but he might exclude all if he wished.

Action was suggested in regard to sending as many delegates as possible to the National Editorial Association in New York City, June 19th-24th, 1916. The matter will be taken up more fully at the spring meeting.

Subject, "How Far are Rural Publishers Responsible for Advertising appearing in Their Columns?" suggested by C. C. Platt for coming meeting. He thought the crusade against proprietary medicines, etc., had gone far enough already, manufacturers being hampered more than good policy dictated. Mr. Lee remarked, Advertising Clubs of the World were working toward better advertising by helping firms with publicity. Medicine makers were making fellow firms "be good." Mr. Walker thought country publishers could not investigate ads and discriminate too closely.

After one of President Walker's famous dinners, sessions were resumed at 2 P. M.

Mr. Naylor spoke for two hours on the relation that country correspondence bears to the newspaper, city and rural. It is the personal interest that holds the reader and most newspaper readers have at some time lived in the country. The paper that builds a circulation solidly and holds it firmly is the paper with regular country correspondence, written by the best correspondents that can be secured. The Rochester Democrat, Buffalo News and Syracuse Post Standard illustrate this. This argument was supported by Mr. Naylor from very many angles and illustrations of how he had handled news on the Rochester Times, Wayne Democratic Press and his present publication, The Olean Times. Get good crorespondents, commend them for the extra good news sent, pay for "beats," give dinners, gatherings, etc. Don't be afraid of sensational news; striking and unusual news is what makes people sit up and take notice and the weekly can use it to as good advantage as the daily. Facts can be entertainingly written. The newspaper built upon news value and the one that is fair is the one that will gain the most shekels.

Mr. Naylor answered questions on many phases of the publishing business. He thinks the contest the very best thing for quick circulation results. But investigate the contest man before you begin and do it thoroughly. Get an honest man. Ponies were the very best prizes he knew, with contest begun about three weeks after school is out. Pay all you get the first year to get a new subscriber, no matter how you get him. Be alive, be alert, get the news, publish it fairly, don't theorize too much. Self-satisfaction has killed more newspapers than anything else. Mr. Nayolr brought out very many other valuable ideas along publishing lines but space forbids more mention. He has conducted contests and consulted with publishers as an efficiency expert from Chicago to the Atlantic, sometimes at a salary of $100 per week, and the association was exceedingly fortunate in securing him to speak.

A rising vote of thanks was given Mr. Naylor for his presence and address.

R. A. PECK,
Secretary and Treasurer.

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DEFINITE DATES NOW SET FOR WORLD'S SALESMANSHIP CONGRESS

Detroit, Mich., July 9 to 13, 1916

At a meeting of the General Committee of the WORLD'S SALESMANSHIP CONGRESS, the dates for the Congress were changed from the tentative dates of July 2, 3, 4, 5 and 6, to July 9, 10. 11. 12. and 13.

The Congress, which will be held in Detroit, will start on a Sunday with many of the most prominent salesmen and sales managers of the world occupying the pulpits of the various Detroit Churches.

THE WORLD'S SALESMANSHIP CONGRESS is the first of a series of annual conventions of salesmen and executives in every line of business activity. Every country in the world will be represented in the Congress, and those who have been instrumental in calling this convention feel assured that this is the first step in bringing the profession of salesmanship to the high standard to which it is entitled among business organizations of the world.

Detroit has been selected as the logical meeting place for the first Salesmanship Congress for three distinct reasons:

First, because Detroit is today, and has been for some time past, one of the most active selling centers in the world. Few other cities have been so much talked about and eulogized as Detroit. For this reason it is expected that Detroit will see an inrush of salesmen and business seekers next July that will bid fair to tax its many splendid hotels to the utmost.

Second, Detroit is now the Commercial and Geographical center of the United States, Canada, South America, China and Japan.

And third, but not least, Detroit was selected as the meeting place for the first Congress because of the fact that the Congress originated within its city limits.

The Congress is the outgrowth of the Salesmanship Club of Detroit, and lists among its members the names of salesmen and sales managers known the whole world over wherever business is transacted. For instance, there is hardly a business man in this country who has not heard of such men as John Wannamaker, The Wannamaker Stores, Norval A. Hawkins, Ford Motor Company, H. M. Jewett, Paige-Detroti Motor Car Company Edward A. Woods, President National Association of Life Underwriters, Pittsburgh; B. P. Neff, Duluth, Minn., and A. C. Secrest, Cleveland, Vice Presidents, and Theodore Monroe, Lisbon, Ohio, President of the International Salesmanagers' Association, who are on the general Committee which has the World's Congress in charge.

These men are behind the Congress, and the very fact that they are giving it their active support assures its ultimate success.

Hugh Chalmers, President of the Chalmers Motor Company, and Harry W. Ford, President of the Saxon Motor Company, who with three other prominent Detroit Sales Managers, have the program in charge, promise a list of speakers for the occasion that will outrival in prominence, ability, and commercial success, any who have ever been brought together to speak on any one occasion.

It is the desire of these men to make the WORLD'S SALESMANSHIP CONGRESS the biggest factor in making salesmanship on a scientific basis in furthering the proper training and management of salesmen, in teaching how best to sell goods, and in forming of local salesmanship clubs in every city in the world.

It is the belief of these master salesmen that every city that has any commercial activity whatever should have a salemanship club of its own, and acquire the new ideas and thoughts of salesmanship, the same as the advertising men, the merchants and the manufacturers have at the present time.

Most every city has its Ad Club, its Doctors' Clinic Club, where men interested in one line of commercial or professional activity meet and discuss the new things in their particular line, but up to the present time the salesmen of the world have had to acquire, almost entirely, their sales education and new thoughts in a haphazard way.

The WORLD'S SALESMANSHIP CONGRESS, it is firmly believed by the men who are behind it, will go a long way in making possible for the salesman to be trained first in a scientific way, and afterwards to keep in touch with what other men in his line of endeavor are doing, through the medium of his local club.

It is also thought that the organizing of Salesmanship Clubs in the many cities throughont the world will make possible the publishing of an official trade paper or magazine on Salesmanship which will be written directly and solely for salesmen.

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PUTS NEWSPAPER FIRST AS CHURCH PUBLICITY AGENT

By the Rev. W. B. Norton, in Chicago Tribune, February 26, 1916

The daily newspaper was given the first place as an advertising agency for the church by the Rev. Charles L. Stelzle of New York, who spoke last evening before the church advertising and publicity conference in Willard Hall, Women's Temple, La Salle and Monroe Streets.

The conference was the first ever held in Chicago and met under the auspices of the Chicago Advertising Club. Ministers were present from Milwaukee and from Illinois cities as far as Danville. Dr. Stezle and the Rev. Dr. Christian F. Reisner of New York were brought to the conference by the advertising club because of their extensive use of advertising methods in church work.

Press Rivals Church

"The newspaper," Dr. Stelzle said, "rivals the church as a teacher of morals and ethics. It is the best advertising medium because of its entrance into the homes of the people.

"The newspaper is read and can cover the entire city in the shortest space of time and at the lowest cost.

"There is value in the church paying for advertising space. It begets confidence. We have no right to look on the newspaper as though it were under obligation to give the churches free space. If the newspaper chooses to contribute it is its privilege, but direct benefits received by the church ought to be paid for.

"Some ministers send in their sermons with the instruction that the sermon must be printed entire or no at all. The newspaper can get along better without the minister's sermon than the minister can get along without the newspaper."

Always on the Square.

"I have been dealing with the newspapers for nineteen years and I have never had one of them throw me down," said Dr. Reisner.

"One failure of churches is in refusing to spend money for advertising when they are losing ground," said A. F. McGarrah. "One must spend money to get money. Every church ought to spend from 10 to 25 per cent of its budget on publicity."

W. Frank McClure, chairman of the church publicity committee of the Chicago Advertising Club, presided. Arnold Joerns, another member of the Club, described the origin of the conference. There were eighteen speakers on the program, including six pastors.

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A NEW ROAD TO COUNTRY CORRESPONDENCE

By Ray McClune, Pomeroy, Washington.

The most perplexing problem that has demanded our attention in the management of a country newspaper is that of keeping up a successful system of country correspondence. Our need for such a system may be said to be greater than that of the ordinary small paper, for we have as a field a county of 695 square miles, the town in which we are located being the only incorporated one in the county, which itself has a total population of only 5,500. Thus to hold a circulation large enough to invite any considerable amount of advertising, we must produce a paper which appeals to the country publisher equally as much as to the one in town. There are in our field fifteen or twenty postoffices and community points from which regular correspondence is a necessity.

The difficulties of maintaining a country newspaper correspondence by a small paper are many. The only financial inducement that can be offered is the small amount contained in a free subscription. The editor must depend upon persons, without education qualifying them for newspaper writing, for his news supply, and oftentimes the most illiterate are the ones objecting most strenuously when the blue pencil is used. And in the frequent changes of correspondents—due almost entirely to the same blue pencil—he stumbles on many who through the opportunity to obtain publication without signing their stories, use the paper to pursue a grudge against a neighbor.

In effort to find who make the best correspondents, we tried to enlist the services of the county schoolteacher. Generally a young woman from another section of the country, she is unacquainted with the petty feuds of the neighborhood, and her work consequently is free from that phase, one of the hardest to handle.

As a means of securing the interest of rural teachers in newspaper work we first had printed blanks by which they should furnish us with a monthly attendance record of their schools. We originally intended only to use them until the teachers had become regular contributors of local news, but soon found that these reports were read with as much interest in the communities from which they came as any other class of news. And they build up a wholesome spirit of rivalry between the schools as to which shall have the highest record of attendance each month, which makes the paper eagerly sought by the children. Consequently the plan of printing school reports has been retained. The blank we now use, which has been considerably changed from the one which we started:

School Report for District ———

Number of pupils enrolled for month ending———, 191——, —————; number of days absence, ———; number of cases of tardiness, ———. Names of pupils neither absent nor tardy—————.

————————————, Teacher.

The reports are run in one story, and by using the first line of the blank as a sub-head it is ready to get to the machine without being edited, all punctuation points being printed in.

We sent blanks with stamped, addressed envelopes to each teacher, with the request that in sending in monthly reports she send also any items of news that she might learn. Two weeks later in a follow-up letter we sent more envelopes with manuscript paper, and asked her to start a weekly string of correspondence, in addition to the school reports.

Finally, with a letter of appreciation for former work we mailed a "style-book" issued by the school of journalism of the University of Montana, with the suggestion that there were points in it which would give her a better idea of newspaper writing. We received letters of thanks from more than half of the teachers. Had we sent such a book to such correspondents as we formerly had to depend upon, the majority would have considered it a slur on their ability, and our news from those neighborhoods would have ceased.

With no gain in population in our county in the last year, our circulation has increased from 1,100 in October, 1914, to 1,605 in October, 1915.

* * *

CHURCH ADVERTISING

Points Equally Valuable for All Effective Advertising

At a meeting of the Executive Committee of the Men's Federation, Louisville, Ky., Mr. George Shiller, as reported in the Times, advocated church advertising, giving the reasons why, and the proper methods for, such publicity, saying among other things:

"If business institutions are able by advertising to create a demand for useful commodities, surely the church which brings about 'godliness, profitable to all things,' has a right to use the same mtehods. Church advertising must be honest and must draw people to a worthful service. Show in your advertisement as far as possible the things the church will actually give.

"A church advertisement must be persistent. It is not enough to do it spasmodically. All publicity work is useless unless the people receive satisfying goods when they come to church in response to the advertising. Of course, advertising is not the universal remedy for all evils as far as they pertain to attendance at church. The minister and the congregation must keep up with the progress of the time and it must be realized that a church in the Twentieth century cannot be conducted on the same basis as it was a hundred years ago.

"The church must be cordial when folks come. This friendliness should express itself by further attention. In short, every church should provide the best possible services, make its merits known by advertising in every dignified way, and close the transaction only when the church is filled at every service."

It certainly seems essential that church advertising should be honest, truthfully informing, attracting and persuading to good, and that the church should make good. These are necessary to all effective advertising as well as is persistency. No grists are ground for church or business by water that has already passed over the wheel. The making good, in the matter of church advertising, is in many, if not all ways, similar to making good with those prospective customers who are brought to the store or factory or to make inquiries, through well-planned, persistent business announcements. There must be friendliness, cordiality, and attentiveness to the prospective buyers, and a full understanding of their wants, with an earnest, honest desire, helpfully to serve and benefit. Too many dealers and manufacturers rely on announcements, the creating of a want or a desire to buy, and then expect the prospective purchaser to do the rest.

Cold, formal, indifference will never sell goods or win souls. Visits to stores or attendance on church, as the only fruits of promotive publicity, are not worth the cost of advertising. These visitors must become buyers, regular customers with repeated orders or purchases, or must become members of the congregation, served and saved and in turn, contributing their efforts to the upbuilding of the church to insure proper returns or secure permanent success.

Business, no less than religion is founded on service and there must be entire mutuality and regard. The merchant who seeks wholly his own profit with no regard as to the opportunity of real service to patrons is on the road to ultimate bankruptcy. The minister and members of a church that seek only gain and their own well-being and salvation are on the highway to condemnation and damnation.

* * *

It will be a glorious era in this world's history, when all men are fully organized for the good of all, in such bands or round tables that each member may be individually known and yet so broad in affiliation that there may be no lack of methods, means and opportunities so that all may be cared for—that there may be a healthful, remunerative job for every man, and a properly trained man for every job—when the only rivalry will be in useful service and when everyone has the chance and the preparedness, acceptably to serve. Happy will be the time in this world when power, office and wealth will be considered an incident and not a glory, but the real glory will be found and acknowledged for highest and most useful or beneficial production, for greatest attainments in the trades and arts, in agriculture, science, commerce, literature, in a true culture that is broad and beneficent, and in a religion that means love for and service to fellowmen, that comes from the abiding spirit of the Great All Father.

⁂

AMERICAN SCHOOL BOOKS "MADE IN JAPAN."

[From Philadelphia Press]

It seems almost absurd that many of the text-books used in our schools should be printed and bound in Japan and exported to this country, but since the advent of the Underwood tariff the condition is true—alarmingly true for the printing trade.

Time was when the highly colored A. B. C. books of the children, the fairy tales and the tinselled, embossed postcards of flamboyant and fanciful design were "made in Germany" much to the disgust of American printers. Even the highly decorated cigar bands of red and gold with the resonant Spanish names had tiny "made in Germany" marks where few could see them. But there was no serious competition, in fact, little if any, in the matter of printing books in the English language and particularly educational books in English. There was considerable disparity between the wages of German printers and binders and those employed in America. But the disparity was made up by our protective provisions. Under the Payne Aldrich tariff school books were dutiable.

Under the Underwood tariff school books can come into this country free of duty. When the matter came up objections to the proposed provision for free school books were met with the argument that the light of education would be made to shine for all free of tariff impediments and the complaints of the publisher were laughed to scorn.

But the prediction the publishers made then is coming true and were it not for the European war today it would mean virtually the complete destruction in this country of a large portion of the printing business.

But Germany, unfailing producer of everything anyone could make use of, is paralyzed by the great war. Her fleets are swept from the seas and her foreign commerce destroyed.

And now the business of cheap printing has been taken up by Japan—the wonder nation of the East, with its cheap labor and its cheap supplies that cannot be duplicated in this country for many times the cost.

Japanese compositors earn about fifteen cents a day and pressmen and binders are paid in the same proportion. This is about one-twentieth of the wages paid in the United States for similar work. Paper, too, can be made in Japan for less than one-half the American cost of production.

And so it is that American school books are being reproduced in Japan with Oriental exactitude and exported to the United States for seven cents apiece. The same books, made in America, cost 33 1-3 cents apiece, with all the advantages of American machinery and increased per capita production by American workmen.

America has a high scale of wages. American workmen enjoy advantages and comforts of civilization such as never were available to any people in the history of the world. America is giving to her children the greatest advantages of any people in the world today. And it is right that she should. Her standard must never be lowered by permitting the unequal competition of the poorly paid labor of other countries and least of all of the teeming millions of the East.

⁂

NEW IDEA IN FAN SALES HELPS

"Watch the Way the Wind Blows" is the title of a three-color pamphlet just issued by the Westinghouse Electric & Mfg. Co. It tells how the big breeze that the national advertising of Westinghouse fans is going to make this summer and invites all dealers to secure the benefits of this breeze by directing it into their stores. "The Trade Wind that Blows all Summer" is the title given to the national campaign, while under appropriate headings the coöperative advertising and selling literature for local use is grouped. "Put the Breeze into your Business" is the head of the page describing the benefits of local newspaper advertising. "Giving a Business More Air" describes the folder that will induce possible houses to install fans. "Put the Wind in your Windows," "The Way to Wind Women," etc., are some of the subjects treated. The book is very well printed and very comprehensive in the number and quantity of selling helps offered.

MINNESOTA PLANNING FOR N. E. CONVENTION IN 1917

Mapleton, Minn., February 24, 1916.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Ill.

My Dear Mr. Herbert:—Replying to yours of the 22nd, as to N. E. A. Convention in 1917, it is rather early to give any details, but the New York meeting will be given ample evidence that Minnesota intends to secure the meeting and it has been intimated that a sack of flour will be presented to each of the delegates as a souvenir. Active committees have been appointed by the Printers' Supply Association which will cooperate with the Civic and Commerce Association in financing the gathering. It is expected to have some new features of entertainment, but among the side trips will be one to the School of Journalism at the State University; lakes Calhoun and Minnetonka will also be visited; Red Wing has already asked that we visit that city again, which, of course, means a boat trip on the old Mississippi—Father of Waters. It is hoped to arrange a trip to Stillwater, the location of the finest state's prison in the world, from which editors, by reason of work for improvements of punitive institutions will receive profitable information. It is possible time will be given to see the big flouring mills.

The excursion following the convention will probably include Winnipeg, Fort Gary, the famous Hudson Bay stores, over to Kenora and across the Lake of the Woods with its 14,000 islands. Then to International Falls to view the largest paper mills in the land, and on to Evelith and Hibbign, where iron ore is dug with a steam shovel and where the excavations exceed those of the Panama Canal. These are wonderful plans and they will prove revelations to our friends from other States. The next stop will be Duluth, the Zenith City at the head of Lake Superior, where there is very much to be seen and a good time will be provided.

Members of the Editorial Committee, who are to arrange things at this end of the line, should Minnesota be so fortunate as to secure the gathering, consists of the following known newspapermen of the North Star State: H. C. Hotaling, chairman, Mapleton; W. R. Hodges, Sleepy Eye; S. H. Bingham, Duluth; Geo. Erickson, Spooner; F. G. Meyst, A. G. Rutledge, Minneapolis, P. J. Vasaly, Little Falls.

Sincerely yours,
H. C. HOTALING.

* * *

J. C. MORRISON, RETIRING PRESIDENT OF THE MINNESOTA EDITORIAL ASSOCIATION

J. C. Morrison, the retiring President of the Minnesota Editorial Association, who presided at the wonderfully instructive and every way remarkably successful convention at Minneapolis, February 16-19, was born at Mankato, Minn., September 21, 1874, and graduated from high school there in 1892, and from Carleton College, Northfield, Minn., 1897.

He started to learn the trade of Mankato Register in June, 1890, and, in subsequent years, worked on Mankato Journal, Mankato Free Press, and Northfield Independent. He taught the sciences in Morris High School, '97-'98, and bought the Morris Tribune in April, 1898. He has been a member of the Minnesota Editorial Association for about fifteen years and gave the first address before the association on "Cost System in a Country Shop" in 1912, and expounded the problem of the cost of an inch of advertising space in a newspaper. He was appointed on a committee to study the problem with E. K. Whiting of Owatonna and Herman Roe of Northfield, and made the report on cost of advertising to the 1913 meeting and was elected second vice-president, elevated to first vice-president in 1914, and to the presidency in 1915, serving as president during the 1915-1916 term.

He has made satisfactory progress in working out ideals of community service, the key to which he is establishing with the retail mercantile associations.

He is a thorough believer that the editor occupies the most important position of any man in a community, and, in order to do his work properly, must receive compensation commensurate with the work which he performs.

He has delivered addresses several times before the state and all the district associations in Minnesota, and twice before Northwest Cost Congress; also before the Central States Exposition at Toledo in 1913, the Kansas Newspaper Week in 1914, and the National Editorial Association in 1915, and is to speak at the Newspaper Short Course at Ames, Iowa, in April.

He was married to Miss Edna P. Murphy at Madison, S. D., on February 2, 1916, and was accompanied by his bride, of whom the Evening Tribune gave the portrait reproduced herewith, at the Minneapolis Convention.

* * *

SPECIAL COURSES IN JOURNALISM AT SUMMER SCHOOL OF UNIVERSITY OF MISSOURI

S. L. Lockwood, 1210 E. Locust St., Columbia, Mo.

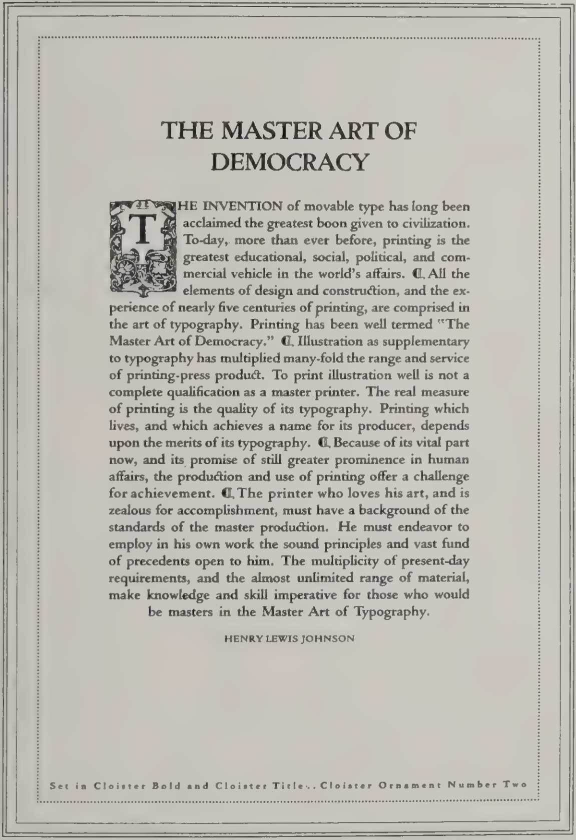
Courses in Journalism especially adapted to persons interested in country newspaper work will be offered this year for the first time in the summer term at the University of Missouri. These courses will be in the Country Newspaper, the Writing of Advertising, Rural Newspaper Management, the News, Reporting, Copy Reading, the Editorial and Advertising Management. The course in Rural Newspaper Management by J. B. Rowell, instructor in advertising, will consider business problems of a country newspaper and printing office, circulation promotion, handling of office details of circulation, office and bookkeeping systems, efficiency and cost-finding in relation to the country office. Advertising Management will include the study of salesmanship of advertising, the promotion of special editions, special pages and selling ideas of benefit to the small city merchant and publisher, together with the salesmanship of all products of the country newspaper office and methods of handling both local and national advertising. The purpose of the course in the Writing of Advertising is to teach the preparation of advertising copy and campaigns, the production of sales literature and booklets. Courses in the News, Reporting and Copy Reading, offered by Charles G. Ross, associate professor of Journalism, will consider the methods of gathering news, the work of press associations, the writing of news, news values, methods of obtaining news and special articles, the editing of newspaper copy and the writing of headlines. Courses by Walter Williams, Dean of the School of Journalism, will study the special editorial and news problems in the small town or country field, together with the history of newspaper making, of journalism in various periods and conditions.

The summer session is from June 4 to August 4.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

I WANT to express my approbation of the December American Bulletin, that acceptable monthly visitor sent out by the American Type Founders Company. It features the Cloister Bold and Cloister Bold Title, two new and most serviceable members of the classic Cloister family. The advertising pages are delightful creations of effective yet repressed display, without bizzare effects, without time-wasting complications, and yet with the true touch of the artist about them. Here is a page, "The Master Art of Democracy," which is worth noting both on account of the matter which is presented and the manner of presentation. Note particularly the delightful and most appropriate initial which is used. The work throughout, too, is notable for its most careful spacing, looking almost as though the matter had been written to fit the typographic arrangement, rather than the reverse. One might reproduce almost every page of this little magazine and find something in it worthy of special comment. Here is another page, "Why Johnson Did Not Install a Machine," which is an artistic creation. Someone is sure to insist that the top line of the heading is too far above the text matter; but "let him that is without sin—," etc. I think I could name in a very few breaths the printers of my acquaintance who could do as well And then really I must show another page—the one head, "The Quality Side of Foundry

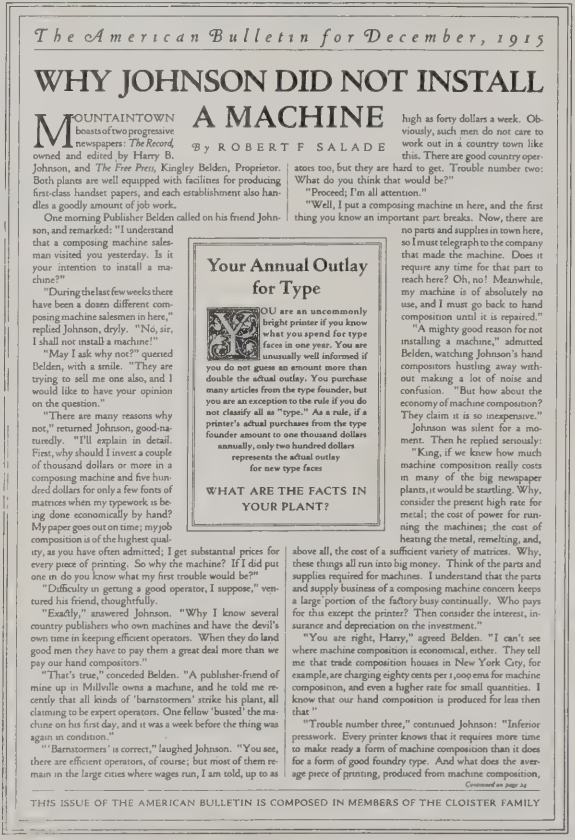


THE MASTER ART OF DEMOCRACY

THE INVENTION of movable type has long been acclaimed the greatest boon given to civilization. To-day, more than ever before, printing is the greatest educational, social, political, and commercial vehicle in the world's affairs. ℭ All the elements of design and construction, and the experience of nearly five centuries of printing, are comprised in the art of typography. Printing has been well termed "The Master Art of Democracy." ℭ Illustration as supplementary to typography has multiplied many-fold the range and service of printing-press product. To print illustration well is not a complete qualification as a master printer. The real measure of printing is the quality of its typography. Printing which lives, and which achieves a name for its producer, depends upon the merits of its typography. ℭ Because of its vital part now, and its promise of still greater prominence in human affairs, the production and use of printing offer a challenge for achievement. ℭ The printer who loves his art, and is zealous for accomplishment, must have a background of the standards of the master production. He must endeavor to employ in his own work the sound principles and vast fund of precedents open to him. The multiplicity of present-day requirements, and the almost unlimited range of material, make knowledge and skill imperative for those who would be masters in the Master Art of Typography.

HENRY LEWIS JOHNSON

Set in Cloister Bold and Cloister Title.. Cloister Ornament Number Two



The American Bulletin for December, 1915

WHY JOHNSON DID NOT INSTALL A MACHINE

By ROBERT F SALADE

MOUNTAINTOWN boasts of two progressive newspapers: *The Record*, owned and edited by Harry B. Johnson, and *The Free Press*, Kingley Belden, Proprietor. Both plants are well equipped with facilities for producing first-class handset papers, and each establishment also handles a goodly amount of job work.

One morning Publisher Belden called on his friend Johnson, and remarked: "I understand that a composing machine salesman visited you yesterday. Is it your intention to install a machine?"

"During the last few weeks there have been a dozen different composing machine salesmen in here," replied Johnson, dryly. "No, sir, I shall not install a machine!"

"May I ask why not?" queried Belden, with a smile. "They are trying to sell me one also, and I would like to have your opinion on the question."

"There are many reasons why not," returned Johnson, good-naturedly. "I'll explain in detail. First, why should I invest a couple of thousand dollars or more in a composing machine and five hundred dollars for only a few fonts of matrices when my typework is being done economically by hand? My paper goes out on time; my job composition is of the highest quality, as you have often admitted; I get substantial prices for every piece of printing. So why the machine? If I did put one in do you know what my first trouble would be?"

"Difficulty in getting a good operator, I suppose," ventured his friend, thoughtfully.

"Exactly," answered Johnson. "Why I know several country publishers who own machines and have the devil's own time in keeping efficient operators. When they do land good men they have to pay them a great deal more than we pay our hand compositors."

"That's true," conceded Belden. "A publisher-friend of mine up in Millville owns a machine, and he told me recently that all kinds of 'barnstormers' strike his plant, all claiming to be expert operators. One fellow 'busted' the machine on his first day, and it was a week before the thing was again in condition."

"'Barnstormers' is correct," laughed Johnson. "You see, there are efficient operators, of course; but most of them remain in the large cities where wages run, I am told, up to as high as forty dollars a week. Obviously, such men do not care to work out in a country town like this. There are good country operators too, but they are hard to get. Trouble number two: What do you think that would be?"

"Proceed; I'm all attention."

"Well, I put a composing machine in here, and the first thing you know an important part breaks. Now, there are no parts and supplies in town here, so I must telegraph to the company that made the machine. Does it require any time for that part to reach here? Oh, no! Meanwhile, my machine is of absolutely no use, and I must go back to hand composition until it is repaired."

"A mighty good reason for not installing a machine," admitted Belden, watching Johnson's hand compositors hustling away without making a lot of noise and confusion. "But how about the economy of machine composition? They claim it is so inexpensive."

Johnson was silent for a moment. Then he replied seriously:

"King, if we knew how much machine composition really costs in many of the big newspaper plants, it would be startling. Why, consider the present high rate for metal; the cost of power for running the machines; the cost of heating the metal, remelting, and, above all, the cost of a sufficient variety of matrices. Why, these things all run into big money. Think of the parts and supplies required for machines. I understand that the parts and supply business of a composing machine concern keeps a large portion of the factory busy continually. Who pays for this except the printer? Then consider the interest, insurance and depreciation on the investment."

"You are right, Harry," agreed Belden. "I can't see where machine composition is economical, either. They tell me that trade composition houses in New York City, for example, are charging eighty cents per 1,000 ems for machine composition, and even a higher rate for small quantities. I know that our hand composition is produced for less then that"

"Trouble number three," continued Johnson: "Inferior presswork. Every printer knows that it requires more time to make ready a form of machine composition than it does for a form of good foundry type. And what does the average piece of printing, produced from machine composition,

Continued on page 24

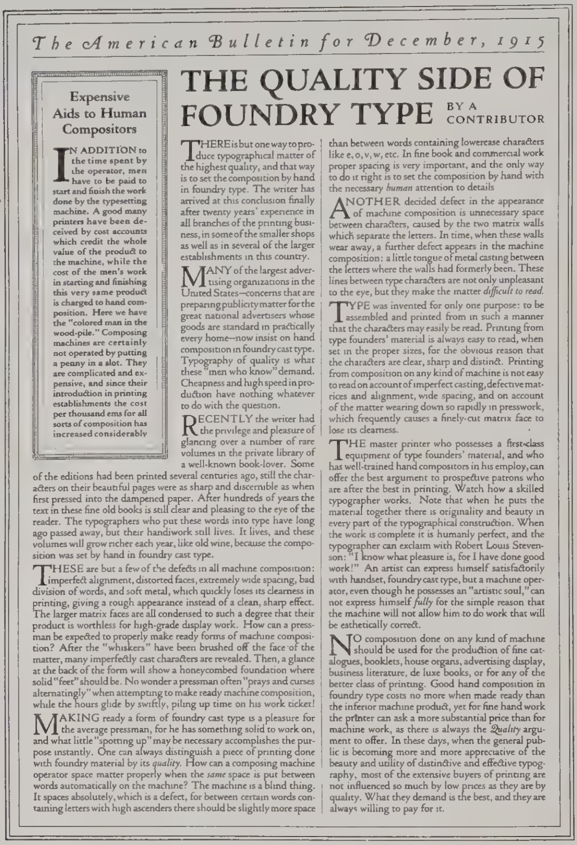
Your Annual Outlay for Type

YOU are an uncommonly bright printer if you know what you spend for type faces in one year. You are unusually well informed if you do not guess an amount more than double the actual outlay. You purchase many articles from the type founder, but you are an exception to the rule if you do not classify all as "type." As a rule, if a printer's actual purchases from the type founder amount to one thousand dollars annually, only two hundred dollars represents the actual outlay for new type faces

WHAT ARE THE FACTS IN YOUR PLANT?

THIS ISSUE OF THE AMERICAN BULLETIN IS COMPOSED IN MEMBERS OF THE CLOISTER FAMILY

Type." The unusual box in the corner, the filling out of the title, the plentiful sprinkling of initials, all mark it as distinctive and would bring attention to it even were it buried among the numerous pages of a much larger publication.



The American Bulletin for December, 1915

THE QUALITY SIDE OF FOUNDRY TYPE

BY A CONTRIBUTOR

Expensive Aids to Human Compositors

IN ADDITION to the time spent by the operator, men have to be paid to start and finish the work done by the typesetting machine. A good many printers have been deceived by cost accounts which credit the whole value of the product to the machine, while the cost of the men's work in starting and finishing this very same product is charged to hand composition. Here we have the "colored man in the wood-pile." Composing machines are certainly not operated by putting a penny in a slot. They are complicated and expensive, and since their introduction in printing establishments the cost per thousand ems for all sorts of composition has increased considerably

THERE is but one way to produce typographical matter of the highest quality, and that way is to set the composition by hand in foundry type. The writer has arrived at this conclusion finally after twenty years' experience in all branches of the printing business, in some of the smaller shops as well as in several of the larger establishments in this country.

MANY of the largest advertising organizations in the United States—concerns that are preparing publicity matter for the great national advertisers whose goods are standard in practically every home—now insist on hand composition in foundry cast type. Typography of quality is what these "men who know" demand. Cheapness and high speed in production have nothing whatever to do with the question.

RECENTLY the writer had the privilege and pleasure of glancing over a number of rare volumes in the private library of a well-known book-lover. Some of the editions had been printed several centuries ago, still the characters on their beautiful pages were as sharp and discernible as when first pressed into the dampened paper. After hundreds of years the text in these fine old books is still clear and pleasing to the eye of the reader. The typographers who put these words into type have long ago passed away, but their handiwork still lives. It lives, and these volumes will grow richer each year, like old wine, because the composition was set by hand in foundry cast type.

THESE are but a few of the defects in all machine composition: imperfect alignment, distorted faces, extremely wide spacing, bad division of words, and soft metal, which quickly loses its clearness in printing, giving a rough appearance instead of a clean, sharp effect. The larger matrix faces are all condensed to such a degree that their product is worthless for high-grade display work. How can a pressman be expected to properly make ready forms of machine composition? After the "whiskers" have been brushed off the face of the matter, many imperfectly cast characters are revealed. Then, a glance at the back of the form will show a honeycombed foundation where solid "feet" should be. No wonder a pressman often "prays and curses alternatingly" when attempting to make ready machine composition, while the hours glide by swiftly, piling up time on his work ticket!

MAKING ready a form of foundry cast type is a pleasure for the average pressman, for he has something solid to work on, and what little "spotting up" may be necessary accomplishes the purpose instantly. One can always distinguish a piece of printing done with foundry material by its *quality.* How can a composing machine operator space matter properly when the *same* space is put between words automatically on the machine? The machine is a blind thing. It spaces absolutely, which is a defect, for between certain words containing letters with high ascenders there should be slightly more space than between words containing lowercase characters like e, o, v, w, etc. In fine book and commercial work proper spacing is very important, and the only way to do it right is to set the composition by hand with the necessary *human* attention to details

ANOTHER decided defect in the appearance of machine composition is unnecessary space between characters, caused by the two matrix walls which separate the letters. In time, when these walls wear away, a further defect appears in the machine composition: a little tongue of metal casting between the letters where the walls had formerly been. These lines between type characters are not only unpleasant to the eye, but they make the matter *difficult to read.*

TYPE was invented for only one purpose: to be assembled and printed from in such a manner that the characters may easily be read. Printing from type founders' material is always easy to read, when set in the proper sizes, for the obvious reason that the characters are clear, sharp and distinct. Printing from composition on any kind of machine is not easy to read on account of imperfect casting, defective matrices and alignment, wide spacing, and on account of the matter wearing down so rapidly in presswork, which frequently causes a finely-cut matrix face to lose its clearness.

THE master printer who possesses a first-class equipment of type founders' material, and who has well-trained hand compositors in his employ, can offer the best argument to prospective patrons who are after the best in printing. Watch how a skilled typographer works. Note that when he puts the material together there is originality and beauty in every part of the typographical construction. When the work is complete it is humanly perfect, and the typographer can exclaim with Robert Louis Stevenson: "I know what pleasure is, for I have done good work!" An artist can express himself satisfactorily with handset, foundry cast type, but a machine operator, even though he possesses an "artistic soul," can not express himself *fully* for the simple reason that the machine will not allow him to do work that will be esthetically correct.

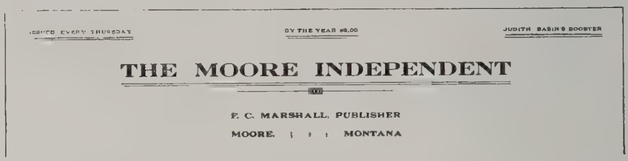
NO composition done on any kind of machine should be used for the production of fine catalogues, booklets, house organs, advertising display, business literature, de luxe books, or for any of the better class of printing. Good hand composition in foundry type costs no more when made ready than the inferior machine product, yet for fine hand work the printer can ask a more substantial price than for machine work, as there is always the *Quality* argument to offer. In these days, when the general public is becoming more and more appreciative of the beauty and utility of distinctive and effective typography, most of the extensive buyers of printing are not influenced so much by low prices as they are by quality. What they demand is the best, and they are always willing to pay for it.

* *

I am willing to acknowledge almost missing an engagement the evening I came home and found on my desk the holiday greeting of Taylor & Taylor, the San Francisco printers. It is a folio on hand-made paper showing on one page a twilight photograph at the Stevenson Fountain, Old Portmouth Square; on another page a Stevenson sonnet by Wallace Irwin—all so exquisitely designed and printed as to be handled almost reverently by any discerning craftsman. Some of it really ought to be shown here; but I do not intend to let the engravers get their hands on it—and I justify myself in this by contending that the engraver could not do justice to the specimen anyway.

* *

From the office of The Moore Independent, Montana, comes a bunch of printed specimens such as one is likely to see in almost any country print-shop. There is a sale bill, for instance, recalling the time when as an apprentice I dreaded to see these things coming in, especially on Saturday mornings, when there was to be a game or some kind of jollification in the afternoon. No matter what time the copy came in, or how much matter there was on it, the bills were always promised for 3 o'clock in the afternoon, or a little earlier if the customer insisted on it, though I am bound to say that we seldom succeeded in living up to such promises. Those sale bills were set up by me even before I had any dim intuition that typography was an art as well as a trade—and I know that these early specimens of mine showed very distinctly that I had never seen the vision. But they were all accepted and the boss got two and a half good American dollars for every hundred of them, in spite of the cut prices of other printers. This bill from Montana makes much pretense at being something worth looking at, but with the use of rule work slightly over-done. The wall card, "Keep Smiling," is quite the best among the lot of specimens. The inside pages of the dance and concert program are quite satisfactory, but more attention should have been given the first page.

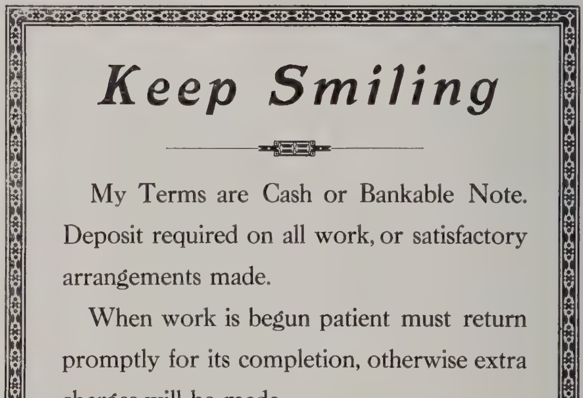


ISSUED EVERY THURSDAY BY THE YEAR $2.00 JUDITH BASIN'S BOOSTER

THE MOORE INDEPENDENT

F. C. MARSHALL, PUBLISHER

MOORE, : : : MONTANA



Keep Smiling

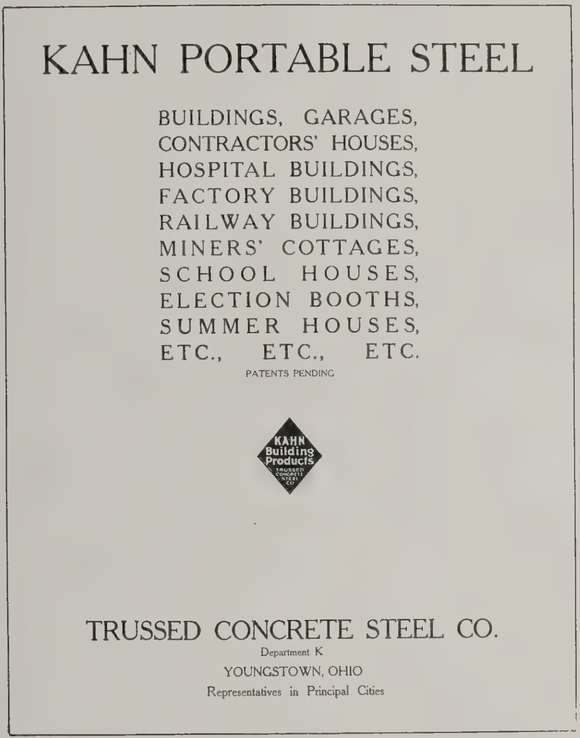
My Terms are Cash or Bankable Note.

Deposit required on all work, or satisfactory arrangements made.

When work is begun patient must return promptly for its completion, otherwise extra charges will be made.

* *

Here is a very poor title page. I do not know the name of the printer, but I do know that the company sending out the catalogue is in the habit of getting very good printing, so that I am rather surprised to see them let this get by. Aside from the title page there is practically no fault to be found with the book. The next pages are well laid out, are made up with admirable uniformity, and are well printed. Then why this execrable title I cannot imagine. That long column of commas and S's is sufficient to condemn it if nothing else. But why make such a manifestly forced attempt to square up a lot of copy which does not lend itself readily to this treament? It reminds one of the old days of hand composition on the newspapers, when a piece of rush copy was divided up into several "takes," compelling some of the fellows to "make even" unless they happened to end on a paragraph. In this case, however, the man who wrote the copy was to blame in the first place. The main title should have been "Kahn Portable Steel Buildings." As it is now the line means nothing at all. It leaves one in suspense, like a musical phrase which does not end—well, does not end in a restful way, like a full stop at the end of a sentence. I used to know the technical name for it, but my knowledge of harmony has grown very rusty, I see. The frequent repetition of the word "Buildings" in this list is entirely unnecessary. At least two of them could have been eliminated by saying, "Hospitals," "Factories." By putting this matter in Upper and Lower, and making the other changes I have suggested, the matter could be squared out if desired, but preferably making the rectangle wider and not so deep, and with no commas at the ends of the lines.


KAHN PORTABLE STEEL

BUILDINGS, GARAGES,
CONTRACTORS' HOUSES,
HOSPITAL BUILDINGS,
FACTORY BUILDINGS,
RAILWAY BUILDINGS,
MINERS' COTTAGES,
SCHOOL HOUSES,
ELECTION BOOTHS,
SUMMER HOUSES,
ETC., ETC., ETC.
PATENTS PENDING

KAHN
Building
Products
TRUSSED CONCRETE STEEL CO.

TRUSSED CONCRETE STEEL CO.
Department K
YOUNGSTOWN, OHIO
Representatives in Principal Cities

* *

The J. W. Butler Paper Company sends out a little booklet entitled, "The Self Cover," which offers some suggestions as to how printed matter may be made effective at the same time that the cost is kept down. I shall quote liberally from the pamphlet in order to give a good idea of the plan:

THE SELF COVER.

Users of direct-by-mail advertising are today agreed on the importance of frequency in the mailing of their printed matter.

They have found by experience that a larger percentage of sales results when their advertising message is presented in a series of small pieces mailed at regular intervals than when the same message is presented in the shape of a single large and expensive catalogue.

There has consequently been an increasing demand for envelope booklets, house organs, and small-sized part catalogs which could be produced in series at comparatively small cost. For both printers and buyers of printing, however, it has been a problem how to handle such matter without exceeding appropriations and yet maintain the high standard of quality which is essential to its advertising effectiveness.

It is in the belief that we have found the one satisfactory solution to this two-fold problem that we here offer the Self Cover treatment.

The Self-Cover is a method of treating booklets, house organs, and small catalogs so that, though printed in a single form, they shall have the same appearance, quality, and advertising effectiveness as if a separate cover stock had been used. Its purpose is to make possible more frequent mailings of high-grade printed matter by reducing production costs.

It has for some time been in use by such concerns as the Library Bureau, the Burroughs Adding Machine Company, and by large manufacturers of shoes, electrical appliances, etc., who supply their retail trade with "dealer helps." We believe, however, that the idea is susceptible of far wider application than it has yet received, and it offers to many Direct-by-Mail advertisers a means of getting better advertising value for the same amount of money they are now expending.

Take the catalog field as an example. In an increasingly large number of cases the big, unwieldy, once-a-year catalog has been found inefficient. People glance at it once or twice and then lay it away on the shelf. For this reason many of the more progressive firms in various lines are now taking the same appropriation they made for their big catalog and investing it in a series of 16-, 24-, or 32-page part catalogs, each one of which illustrates and describes some one of their many lines of goods. These small catalogs they mail at frequent intervals to special selected lists.

By using the Self Cover on their catalogs, these advertisers accomplish two results. First, they effect a material reduction in the cost of their printing by eliminating special cover stock, simplifying their presswork requirements, and consequently making possible quicker deliveries on the part of the printer. Second, and as a result, they are enabled to put more money into the all-important items of pictures, copy, composition, and presswork, and therefore to get more real selling power into each piece of their printed advertising. The Self Cover idea, in other words, means better advertising and bigger advertising returns without a proportionate increase in expense. And it appeals to the printer because it means a bigger expenditure on his labor items.

With house organs the Self Cover offers another advantage. Here the question of weight must be considered. It goes without saying that every house organ should have a distinctive cover design, but to print this design on separate cover stock will sometimes entail an increase in the cost of mailing. By employing the Self Cover, the cover design can be printed with equal effectiveness, the weight pages can be added, if desired, without an increase in the mailing cost.

For booklet use, the possibilities of the Self Cover will be apparent from what we have already said. On booklets of envelope size, it is highly desirable that a cover be used in order to give attractiveness and distinction, but in most cases the small size of the matter hardly justifies the expense of separate cover stock. The Library Bureau now employs the Self Cover on nearly all smaller-sized printed matter.

With larger booklets the Self Cover will often save enough money to pay for an extra color—an item which will in many cases double and even triple the selling power of the booklet. Here, again, it enables a larger proportion of the appropriation to be put into illustrations, copy, composition, and presswork. Every advertising man knows that these are the factors which put the real pulling power into his printed advertising.

From all this it will be seen that the success of the Self Cover treatment depends on two things; the manner in which the cover itself is handled, and the stock used. The matter of the cover design should be put into the hands of a good artist who will know how to handle it to the best advantage.

With larger-sized publications the effectiveness of the cover can be greatly enhanced by the judicious use of color, particularly when tint blocks are employed. Even a single additional color will change the apparent color of the stock itself, so that when you turn over to the title page, the inside seems to be on a different paper entirely. This device has been successfully employed in the magazine field by Harper's Weekly. By leaving the inside cover pages of your booklet blank, the cover can be still more sharply differentiated from the inside pages.

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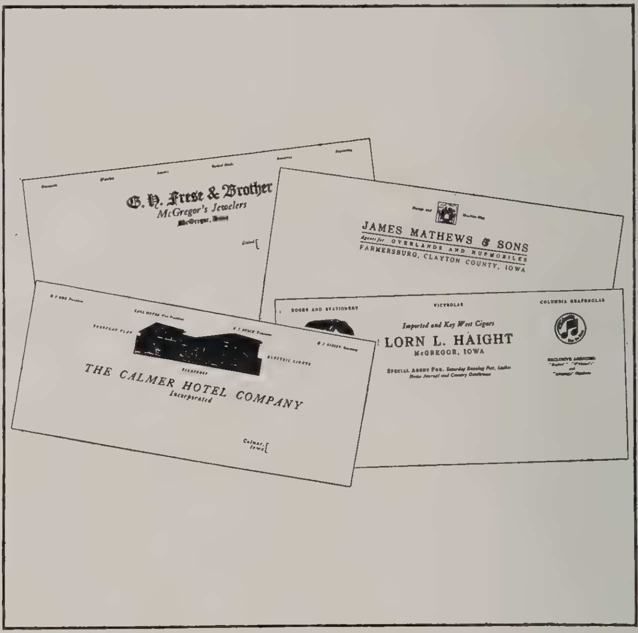
The fact that this department was omitted from the last issue of the Journalist has made it unseasonable to reproduce and describe extensively the many holiday greetings which came to my desk. Many of them were possessed of unusual merit, and I regret that they cannot be shown. But to the senders I extend thanks and grateful appreciation.

* *

O. Eugene Booth, now of McGregor, Iowa, asks particularly to have an opinion on this Haight letterhead. Frankly, I do not think it by any means up to some of the other work which came with it, though it is not by any means a poor piece of work, and the shortcomings, if it has such, are more the fault of the customer in writing the copy than the printer in setting it. It lacks cohesion and unity. The reader has to go all over it to find out what line of business Mr. Haight is engaged in, by the time he has read it all he has forgotten some of it and has to start all over again. This is a rather exaggerated estimate, to be sure; but it is intended merely to point the tendency of the job. It is well balanced and well displayed, and looked at without any reference to the wording it is a good job. Much more can be said, however, of the Mathews and Frese letterheads. The heading for the Calmer Hotel Company is quite puzzling in that it makes no mention of the name of the hotel, which is usually featured to the exclusion of everything else. It happens that as I write these paragraphs I am waiting at the office in the evening to take a night train for Iowa, so that I am just in a mood to think about hotels. But why should I or anyone else, enthuse over a hotel which does not have sufficient individuality to be given a name on its stationery? I cannot refrain from commenting upon Mr. Booth's Christmas greeting, which is a very neat and modest little folder of rough white stock with wide margins around a brief greeting in small space. The characteristic feature, however, is that a border and Christmas illustration have been blind stamped on the page.



G. H. Frese & Brother
McGregor's Jewelers

JAMES MATHEWS & SONS
Agents for OVERLANDS AND HUPMOBILES
FARMERSBURG, CLAYTON COUNTY, IOWA

EUROPEAN PLAN
ELECTRIC LIGHTS
FIREPROOF
THE CALMER HOTEL COMPANY
Incorporated
Calmer, Iowa

BOOKS AND STATIONERY
VICTROLAS
COLUMBIA GRAFONOLAS
Imported and Key West Cigars
LORN L. HAIGHT
McGREGOR, IOWA
SPECIAL AGENT FOR: Saturday Evening Post, Ladies Home Journal and Country Gentleman

Canova, S. D., January 10, 1916.

The National Printer-Journalist, Chicago.

Enclosed you will find a booklet for criticism in your publication. This job was turned out of an ordinary country office and all the work done on it within one day and was a rush job. Say what you wish. We are here to learn. Thanking you, we are,

DEAN C. TRIPPLER.

There would be very little to criticise on this booklet were it turned out in the time usually alloted to such a job. As a one-day job it is certainly far above criticism.

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UNITED TYPOTHETAE AND FRANKLIN CLUB NOTES

MEETING OF THE PRICE LIST COMMITTEE

A meeting of the Standard Price List Committee was held at headquarters on January 28th. O. A. Koss, Chicago, Chairman of the Committee; J. Harry Jones, Chicago; H. W. J. Meyer, Milwaukee; J. O. Schultz, Terre Haute; and E. E. Laxman, Buffalo, were in attendance. Interesting matters concerning revisions and additions to the price list were discussed.

A local Typothetae was organized at La Crosse, Wisconsin, by one of our Field Representatives, on January 18th. The following officers were elected:

President, T. F. Taylor

Secretary and Treasurer, Mr. Ritter

The six members of this organization are outlining an active campaign to cultivate a better understanding among themselves and to improve conditions in the industry, in their town.

The Executive Council, United Typothetae and Franklin Clubs of America, at its quarterly meeting, held at National headquarters January 28th and 29th, laid plans for the future activities of the organization, which will be announced in the very near future.

George M. Courts, Galveston, Texas, ex-president of the United Typothetae and Franklin Clubs of America, was a visitor at headquarters, United Typothetae and Franklin Clubs of America, during the meeting of the Executive Council.

The Service Bureau, United Typothetae and Franklin Clubs of America, has been very active during the past month, extending service to the members of the organization. Printers are loud in their praises of the valuable assistance they are receiving from the Service Bureau.

Mr. J. Anderson, Sacramento, California, member of the Executive Committee, United Typothetae and Franklin Clubs of America, has been spending several weeks, in Chicago, visiting his mother. National heaquarters have been honored with his presence on several occasions during his visit here.

Mr. H. W. Flagg, Commissioner, Open Shop Division, United Typothetae and Franklin Clubs of America, is making an extended trip through the East and South, calling on members of the organization and printers, in general.

Mr. W. Van Hinkle, former Manager, Master Printers' Association, Edmonton, Alberta, Canada, recently appointed to the office of Assistant Secretary, United Typothetae and Franklin Clubs of America, has taken up his duties at National headquarters. He has a wide range of experience in the printing business and organization work. He successfully acted as Manager of the Master Printers' Association, Calgary, Alberta, Canada. Also Manager of the Victoria Typothetae, Victoria, B. C. The organization is to be congratulated upon securing the services of Mr. Hinkle.

Mr. W. C. Parsons, Field Representative, United Typothetae and Franklin Clubs of America, has been working in the states of Minnesota, South and North Dakota, during the past month, with much success. The result of his work has helped swell the membership of this organization.

Mr. F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, is at present engaged in installing a Standard Cost System in the plant of a large Toledo printing establishment. Printers in this vicinity would do well to take advantage of this fact, and consult him regarding their cost problems. His services could also be engaged.

Mr. Harry S. Stuff, Western Representative, United Typothetae and Franklin Clubs of America, is extending orgnization work throughout the state of California. Printers will do well to make note of this, and if they require special service, address him at 524 Union League Building, Los Angeles.

Mr. Jos. A. Borden, Secretary, United Typothetae and Franklin Clubs of America, is making an extended trip through the East in the interest of organization work. He addressed the National Paper Trades' Association, at their Annual Convention, held at the Waldorf Astoria Hotel, New York City, on February 16th.

Beginning with the March issue of the BULLETIN, the monthly publication of the United Typothetae and Franklin Clubs of America, a four-page insert will appear in this magazine, showing the likenesses, with a short description of their activites, of the men devoting their time and energies to furthering the benefits of organization work. This will afford the printing fraternity the opportunity of getting better acquainted with the men actively engaged in this great work.

National headquarters, United Typothetae and Franklin Clubs of America, urgently appeals to the members of its organization to send in their completed 9H form for the year 1915, so that a Composite Statement of Costs can be compiled. It is the desire of the Cost Commission of this organization to publish their findings as nearly as possible, and to that end they made this urgent appeal to the membership.

The Price List Committee, United Typothetae and Franklin Clubs of America, have recently completed an index and cutting schedule for the Standard Price List. Thse additions have been mailed out from the National Office, and if you have not received your copy, please notify the Secretary of the organization, 550 Transportation Building, Chicago, Illinois.

In the February issue of the BULLETIN, the monthly publication of the United Typothetae and Franklin Clubs of America, was an illustrated article describing a Composing Room Layout Sheet. From the number of inquiries coming to National headquarters, it has attracted wide attention. It would be well for all printers to investigate ths method of promoting efficiency in the Composing Room.

The value of the Standard Price List has been demonstrated by a recent order for seven copies to be distributed among the salesmen of one printing establishment.

The work of compiling Bindery Production Records, which was begun about the first of last year, has been making considerable progress. At a recent meeting of the Price List Committee, United Typothetae and Franklin Clubs of America, it was deemed advisable to solicit the assistance of additional printing plants in sending in their records of bindery production. The results of these investigations will be used to further increase the value of the Standard Prce List, and simultaneously records will be provided those printers furnishing information that will be of great value towards increasing production in their respective plants. All printers who do any considerable amount of bindery work and who operate under a cost system, should acquaint themselves with the work of the Committee, and carefully investigate its future possibilities as applied to their business. The necessity of their coöperation in this work is at once apparent if the Standard Price List is to attain its highest value as a reference work for the estimator and as a basis or guide to the manager for securing greater plant efficiency. To those wishing to assist the Committee in its work, blanks will be furnished for the compilation of their own bindery production records.

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THE SMALL TOWN ADVERTISING CLUB

By J. W. Hastie, Chairman Extension Division, Minneapolis Advertising Forum—Presented before Minnesota Editorial Association

The Minneapolis Forum appreciates the honor you have given it by inviting one of its members to address you on this advertising club movement in small towns.

We have in recent months helped to organize ad clubs in Northfield, Red Wing and St. Cloud and have been in correspondence with obout fifteen other towns in this state, a number of which will undoubtedly organize in the near future. You are all aware that ad clubs exist in large cities everywhere, and, if you have thought of the matter at all, you have possibly considered there was no field for such a club in a small town. That idea, gentlemen, is a fallacy—a proven fallacy, as Mr. Roe o: Northfield will presently show; and has been demonstrated for the past five years at Neosho, Mo. Scores of other small towns have had these beneficial results through their advertising clubs.

What are the benefits?

1. Better advertising.
2. More scientific, and therefore more effective, merchandising.
3. Protection of merchants from semi-charitable propositions and from fake, itinerant merchants, here today and gone tomorrow.
4. Substitution of petty jealousies for the "wide horizon's grander view" of a town transformed into a bigger and better trading center for all the people.
5. Affiliation with the Associated Advertising Clubs of the world will help to maintain a high degree of efficiency.

Points 1 and 2, namely, better advertising and more effective merchandising, are very carefully and thoroughly covered by the study course in the Educational Program prepared by the National Educational Committee of the Associated Clubs with headquarters in the Merchants Bank Building, Indianapolis, Ind. Any of you can secure a copy by writing for it. In that program you will find a skeleton or outline of every phase of a retailer's problems, and this is as it should be because the membership of small town advertising clubs is for the most part composed of retail merchants and others doing a purely local business. You ought to send for this printed program because it contains a wealth of suggestions.

To illustrate what I mean by protection of merchants from unworthy schemes, I will quote from an address by McGinty of the Neosho, Mo., Ad Club. He said, "In the office of every member there is a sign that reads like this: 'No consideration will be given any advertising proposition unless it is approved by the Ad Club.' This refers to coöperate propositions such as hotel registers, barber shop boards, church social programs and other things a merchant is continually asked to spend money for. The drain on the merchant of any town from this one course alone would be sufficient reason for an Ad Club. We have and we believe all clubs have, what we term a vigilance committee; the members of this committee are selected because of their known qualifications for the work. This committee passes on all propositions of this kind for members of the club. We do not say all such schemes are bad, but we will say that very few get the endorsement of our club. One of these salesmen came into our store a few days ago selling space around a thermometer. He explained that it was the only thermometer and barometer that was of any value, had been adopted by the Government and would be a valuable asset to the town. His proposition was to put this thermometer up on some side wall and sell space for advertising around the instrument. He explained that there would be a crowd around this board all the time, people watching the mercury rise and fall, or finding what the weather would be the next day. It was with a great deal of satisfaction we pointed to our Ad Club sign; we felt we were getting even with his fraternity and knew we were not going to be out-talked. Now the moment we mentioned Ad Club we knew he had been in a town where they had an Ad Club. He became angry and positively lost all respect for us; he intimated we were weaklings in business and asked the question they all resort to in disappointment, 'Are you going to let some club run your business?' Another man came into town with a piano scheme, arranged in a new dress to deceive the unwary. We referred him to the vigilance committee and he left us, but he tried our fellow merchant a few doors away. When he presented his scheme our Ad Club member also referred him to the vigilance committe and he became peeved; he remarked that he did not have to consult the Ad Club nor any other club, but would place the scheme with some merchant before he left town. Our member did not become excited, but told the gentleman that if he did put the scheme on in town, to come and he would present him with the best hat in his stock. The salesman visited a while with our member and finally asked him in a confidential way where would be the best place to try to place his scheme, and our member told him that he would advise him for his own good and to save his time to go to the station and take the train to some town not having an Ad Club. Another kind of grafter the vigilance committee is supposed to look after is the fellow who comes to town and starts a fire sale, railroad wreck sale, or some other kind of fake sale. Usually it is nobody's business to look after this class of grafters and nobody does it; but with the Ad Club vigilance committee well organized and with the club back of it, these stores that prey on the ignorance of the people are put out of business."

And here is a little report from one of our very recent advertising clubs in Minnesota. A member of the Red Wing Advertising Club, organized last November, writes on January 28th as follows:

"Speaking for our own Ad Club which has been in full swing for about three months, we find that it has been the best kind of a move for our business men and for the community as a whole. Although we are just starting in on our work, enough has already been done to convince the most skeptical, as to the great value of our organization. Our meetings are well attended, and the wide interest shown is evidenced by the general discussion in which all participate. Competitors can get together on common grounds, solving problems which otherwise would continue to be thorns in the flesh of the community. We lay stress on the get-together spirit and we are getting results. Our Ad Club is separate and distinct from the Commercial Club, and in our opinion, this is as it should be. The two do not conflict in any way and rather do we find that the Ad Club in its particular field of work can very well supplement that carried on by the Commercial Club. The two work together very nicely and are really a help to each other. Another point to be remembered is this: Each member of our club is interested in getting the other fellow's point of view. The spirit of the Ad Club movement best expresses itself and secures the greatest individual benefit in terms of unselfish effort.

A little later I will touch on the idea of affiliation with the Associated Advertising Clubs of the World and the very great benefit that is to every club, but right here I want to put in a word of caution, a word of warning. You editors and publishers ought to go back home from this convention determined to do all you can to promote the organization of an advertising club in your respective towns. Undoubtedly a great many of you will. By the way, my present remarks are entirely parenthetical and confidential, so if any of you print this address of mine be sure to omit this paragraph because it is not intended for home consumption. My word of caution or warning is this: Do not appear to be overly aggressive or anxious to personally push the work of organization, but get some live business man or two or three of them to head the movement. Throw the columns of your paper open to letting the public know what these business men of your town hope to accomplish through an advertising club. Give it all the inspiration you can editorially, but try to let it appear as far as possible that you are merely acting as the mouthpiece of these merchants and others who have conceived the lofty purpose of giving the town an advertising club. My reason for saying this is that if you personally became the ring-leader in this movement, too many merchants in small towns are prone to jump to the very false conclusion that you are doing this for your own self aggrandisement or profit and that sort of thing might endanger the success of getting a club started. Some of you who have been in correspondence with me during the past four or five months know from experience this thing needs to be handled judiciously by the publisher. As I said before, cut out this paragraph if you publish this talk at all. Your own judgment as applied to conditions in your town will guide you.

No movement worth while was ever started that did not develop opposition at the outset. Apathy need not be surprising at the start, but a little educational work will soon overcome mere apathy. The direct opposition I particularly refer to comes occasionally from that excellent body of business men known as the Commercial Club. We take our hats off to the small town Commercial Club for the good work it is doing. In its work of community building it is both a social center and a business center. We know many of them very well indeed throughout the state. Convert your commercial club to the Ad Club idea and the thing will go through without a hitch. You must have the consent and support of your Commercial Club on this matter because nearly every small town Commercial Club very naturally feels that it is all that is necessary in the way of a business organization. It usually has a publicity committee, so, it asks, why should the town have an Advertising Club, or, if, the town should have an Ad Club, why should it be distinct and separate from the Commercial Club in its organization? The answer is that no Commercial Club ever does the real work of an Advertising Club, nor does an Advertising Club ursurp to itself any of the functions belonging to a Commercial Club. On the contray both clubs work together beautifully as separate entities. For instance you never heard of a Commercial Club that gathers from the length and breadth of this land the best constructive ideas on retail merchandising for the benefit of its own merchant members. This is accomplished through affiilation with the Associated Advertising Clubs of the World. You seldom, if ever, hear of a Commercial Club or any of its members individually invoking the Minnesota State laws against fraudulent advertising, to say nothing of the serious course of study on advertising and merchandising which Ad Clubs conduct for the benefit of members.

A little reasoning together will let in the light. Do your people study advertising? Is the advertising clear, or ambiguous and cloudy? Is it consistent, so that package inserts, etc., coincide with the announcements of merchants? Is the advertising clothed in the right words, right type? Do your merchants figure how big a percent of their business receipts are taken up in advertising? Ask the Advertising club. How much should be spent on bargains and how much on staple goods advertising? Ask the Ad Club. Do business men in your town tell lies in their advertisements? Do you wish to stop it? Hold a meeting of the Club. Get Minneapolis club men to help you, as Minneapolis leads the world in this line of work. The "caveat emptor" days are past. It's the seller who must beware. Truth in advertising begets confidence and confidence begets the shiny dollars of repeat customers. Is trade that rightfully belongs to your town going elsewhere? The Ad Club can give the solution and direct the work. The Advertising Club teaches business and co-operation as well as advertising. At Red Wing and Northfield we were really guests of the Commercial Club when we first went there to explain these things and you will find that wherever an Advertising Club is established the Commercial Club is a whole-hearted, sympathetic supporter, because the Ad Club gives the town something essential and totally different from the activities of any Commercial Club. Each in its own way stands for community building and better business, yet the functions of each are different, one supplementing the other. The greatest improvement in business in the past ten years has been the perfecting of publicity and selling knowledge.

You have heard me mention affiliation with the national body, The Associated Advertising Clubs of the World. This is not compulsory, but is highly advantageous because in no other way can your club members obtain the full eductaional advantages. For instance, just to mention one thing, the retail committee of the national body will soon have available for distribution complete cost systems dealing with the business of retailing in small towns. Such a system is now complete for jewelers and others will soon be available for shoe dealers, clothing dealers, etc. The jewelers' investigation was originally made about a year ago by the Ingersoll Watch Co. through interviewing 5,000 jewelers at a cost of $7,000 to $8,000. The result of this work has been turned over to the Associated Clubs free of charge for general distribution. The work was so thorough and scientific that the national body is assembling similar data on other lines of retailing in small towns throughout the country. Through your Ad Club affiliation your members get all this information and much else besides. Incidentally every member will receive a copy of the monthly magazine, "Associated Advertising." In order to affiliate with the national body it is only necessary that each club send $1.00 per year for each of its members. Suppose your club dues were $4.00 or $5.00 a year or any other amount you wish to make it, $1.00 per year of each member's dues goes to Indianapolis, Ind., provided you want this affiliation and you certainly cannot afford to miss it. The Minneapolis Advertising Forum will be glad to put through your application for affiliation and to send you a Model Constitution and any other literature or personal assistance desired.

If you will call a meeting of your business men some evening and notify us a little in advance, I will arrange a program of two or three speakers to go to your city to address your business men, explaining the Advertising Club idea. I know that if any of you had ever attended that greatest of all business conventions, namely, the annual convention of the Associated Advertising Clubs of the World which was held at Chicago last June, in Toronto, Canada, in June 1914, and will be held in Philadelphia next June, such a one would not rest content until an Advertising Club was formed in your city.

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THE TREASURER OF THE MINNESOTA EDITORIAL ASSOCIATION

H. C. Hotaling unanimously elected treasurer for the second time had for his predecessor Hon. David Ramaley, who held the position for nearly 40 years. Mr. Hotaling is not only a Past President of the Minnesota Association but has been on the executive committee of the National for a number of years. As the originator of "Newspaper Week" in Minnesota, he was pushed forward as a candidate for Governor but declined to consider the proposition, politics not being to his liking. Mr. Hotaling has been constantly in the newspaper business in one capacity or another for thirty-five years and even as a boy posessed a printing outfit with which he secured his spending money. At an early age he was apprenticed in the office of that veteran publisher, John C. Wise, Sr., who established the first paper at the head of Lake Superior and later published the Mankato Daily Review. Besides conducting his newspaper Mr. Hotaling is interested in other business affairs, being Vice-President of the First National Bank of Mapleton, Secretary of the Hamp Furniture Company and resident manager of the Mapleton branch of the Mankato Citizens Telephone Company. His paper, the Blue Earth County Enterprise is recognized as one of the ideal country weeklies and has a wide circulation.

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HERMAN ROE AND HIS PAPERS

[From Capt. Castle's "History of Minnesota]

The Northfield News, of which Herman Roe has been the managing editor since 1910, is one of the best known country weeklies of Minnesota, and is referred to as "Minnesota's Model Weekly." From the same office is published the Northwest Dairyman. The Northfield News has been in existence nearly forty years. In 1884 the late Hon. Joel P. Heatwole came to Northfield and purchased the Dundas News, which had been established at Dundas in 1876, and which had been removed to Northfield by its proprietor, Henry E. Lawrence, about 1879. The paper was consolidated with the Rice County Journal which since the death of C. A. Wheaton had been published by C. H. Pearce. The consolidation took the title of Northfield News under the ownership of Heatwole and Minder, while C. H. Pierce continued for a time as assistant in the publication, until appointed postmaster. In 1888 Mr. Heatwole bought the interests of Mr. Minder, and thus became sole proprietor. The News has been progressively identified with Northfield and vicinity for many years. Mr. Heatwole died April 8, 1910, and August 1 of the same year the News passed into the hands of an incorporated company, with Herman Roe as managing editor. Mr. Roe is also secretary-treasurer and business manager of the Dairyman Publishing Company, which publishes the Northwest Dairyman, a continuation of the Minnesota Dairyman, which had been founded by Joel P. Heatwole in 1906 as Heatwole's Dairy Paper. It is the official publication of the Minnesota Coöperative Dairies Association. The Dairyman is published monthly with a circulation of 14,000 copies.

When Herman Roe took the position of managing editor of the Northfield News, in July, 1910, he brought to this position a prior experience as principal of the high school at Anoka for two years, and also some valuable training in newspaper work while a student at St. Olaf's College. He was born at Porters Mills, Wisconsin, June 9, 1886, son of L. I. Roe, now a merchant and banker at Stanley, Wisconsin, of which city he has been mayor several times. L. I. Roe was born in Norway in 1860, came to America in 1880, and first located in Eau Claire. He married Ellen Kragness, also a native of Norway.

Herman Roe grew up in Stanley, attended the public schools, subsequently came to Northfield and entered St. Olaf's College and was graduated Bachelor of Science from that institution in 1908. During his collegiate career he had won the Henry Nelson Talla scholarship. Mr. Roe is a member of the Lutheran Church. He is a republican in politics. On August 8, 1909, he married Miss Anna Kirkeberg, a graduate of the musical course in St. Olaf's College. Mr. Roe and wife have two children, Eleanor Gunhild and Kirk Frederick.

He has been Secretary of Minnesota Editorial Association since 1913, and was re-elected at the Golden Jubilee Convention in Minneapolis, February 19th.

AN INSTRUCTIVE EXAMPLE

The Gibson, Ill., Courier does not live up to our ideals of arrangement of advertising pages—the first page clear and the advertising on other pages consigned to the right of the reading matter, arranged pyramidically, with large ads beginning at the bottom of the pages—but it is so mechanically excellent that we feel like forgiving this violation of a rule that has, in view of first pleasing, winning and satisfying readers and then letting advertisers, who have considerately and kindly helped to the popularity of the paper, by stepping aside to second place, share in the benefits of the solid friendship for the paper held by the readers who have been first considered.

The Courier devotes the first and second and the sixth and seventh columns of the first page, to clear, clean, well-set advertisements, with light, attractive borders, and the matter properly whited out. The page presents such a bright, pleasing appearance as to make it, with three columns of reading matter in the center, really attractive.

However, we are not going to admit that it is wise to violate the almost universally adopted rule as to make-up, but if a violation for temporary business reasons is deemed necessary, let the highest art in typography, in composition and in printing, make all the amends possible. It was, however, not of the typography or mechanical appearance of this really handsome publication that we intended to write. It is the remarkable showing of complete home news service, that makes the Courier worthy of being followed as an example or model. In this the paper has aided by giving, in neat, double-column space, five inches in depth, surrounded by light border, at the top of the fifth and sixth columns of the fourth, or editorial page, the following summary of "What's in the Paper":

Over thirty columns of news, all local except about a half column, and that half column of local interest.

Six hundred and forty-six separate and distinct items, ranging in length from two lines to a column.

Five hundred and fifty-two personal items, dealing with folks—the people we know—their births, marriages and deaths; their comings and goings in and out and through the community.

Nearly a hundred items relating to the religious, social, fraternal, educational, business, civic and athletic activities of the community.

And about twenty-five columns of advertisements, prepared in most readable style, attractively displayed, most of them fresh in this issue, and as interesting to our readers as any part of the paper.

And this paper was just a good average issue of the Courier, the news gathered and prepared by the regular editorial and local force, assisted by our loyal corps of correspondents, and handled by the Courier printing force, all in about four days' time.

The regular, steady issue of such papers as this, every week in the year, is a forceful explanation of the intimate relation of the country newspaper with the homes of its community, and the vital hold it has on its readers, which no other class of publication can ever hope to enjoy.

* * *

"A HOUSE-TO-HOUSE CIRCULATION CAMPAIGN

The Parisian of Paris, Tenn., discarding all forms of circulation contests, voting schemes, clubbing rates, premium or other special methods, recently entered upon a systematic house-to-house campaign for subscribers. It is to be under the direction of a gentleman whose name is given in the announcement, and to be the most extensive circulation campaign in the paper's history.

The Parisian announces that the canvasser is "to visit every district in the country and devote several months in demonstrating the value and importance of this newspaper to the agricultural, industrial and civic progress of this entire section.

"The Parisian's itinerary takes in every rural route from every postoffice in the county. . . .

"It is the desire and intention of the management to increase its army of subscribers to a point where each week's issue will reach every reader throughout this section and become a weekly visitor and welcome arrival in every home.

"In this connection arrangements have been completed for an increased operating and executive staff and systemizing every detail of the printing and publishing business."

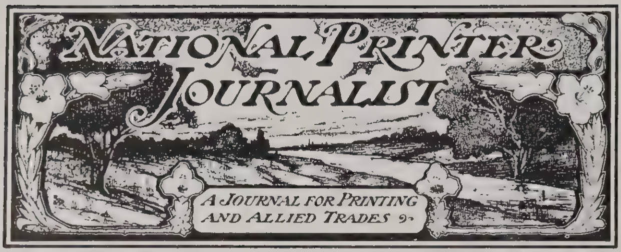
* * *

THIRD ALLIED TRADES EXPOSITION TO BE HELD

The Third Annual National Printing, Lithographing, Paper, Stationery and Allied Trades Exposition will be held in Madison Square Garden, New York, September 30th to October 7th, under the management of Harry A. Cochrane, founder of this exhibition and its manager since its inception, and who is now also general manager of Madison Square Garden.

The largest and most comprehensive exhibition in its history is assured by the responses to the preliminary announcements that have been sent to the trade and particularly to exhibitors of previous years.

Important trade conferences and conventions are to be arranged to be held coincident with the Exposition,


National Printer Journalist
A Journal for Printing and Allied Trades

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO ILLINOIS, MARCH 1916

The Minneapolis and St. Paul dailies gave very full accounts of the Golden Jubilee Convention of the Minnesota Editorial Association. How complete and informing were these accounts, we have shown, through using extracts from each paper, for our presentation of the complete story of that important occasion.

The effort has been made not to repeat, but to furnish our readers with all matters of especial interest and of instructive value. We have attended hundreds of editorial conventions, both State and National, but now remember no other such convention that so thoroughly got right down to "brass tacks," to the consideration, in a clear, practical manner, of all things that are essential to the successful, worthy and profitable conducting of newspapers and printing offices. The men at the head of the Minnesota Association proved themselves not only as being of highest ability but as practical, conscientious, and earnest men, who have the highest interests of the calling, and of the people served by newspapers, at heart. They were fortunate, too, in securing the presence and aid—as was also the School of Journalism of the University of Minnesota—of Professor Merle Thorpe, of Kansas University. Professor Thorpe is an all-around newspaper man and capable not only of helping and instructing newspaper-makers and printers, but also the teachers of journalism, and showing how to make such schools, and all newspapers, as well, broadly useful. He has recently prepared, as President of the Association of Teachers of Journalism, a course of instruction that will prove greatly helpful, not only to instructors but to all newspaper-makers, who will give the proposed curriculum careful study. This course of study with comments and suggestions will receive deserved attention in an early issue of the National Printer-Journalist.

The Minnesota School of Journalism, though a little behind others in its founding, starts out under most auspicious conditions, with the experiences of other schools to aid. The plans, as set forth in the articles reprinted this month, from The Minnesota Daily, the regular publication of the University of Minnesota, deserve careful consideration. The co-operation between these new Schools of Journalism and the newspapers will prove vastly important and helpful to each, and the people will share in the benefits. The State Agricultural Colleges are, today, giving great aid to the farmers, and whatever tends to improve agriculture is of benefit to all the people, and whatever aid the Schools of Journalism may contribute to the improving of newspapers, that inform and help all, will prove of great and general good—a real service to the public, to individuals, communities and cities, to the State and to the Nation.

The plan adopted by the Minnesota Editorial Association of getting in touch with organizations of retailers, through securing a place for a representative of the association on the programs of the conventions of all mercantile organizations, such as the Implement Dealers, Lumbermen, Furniture Dealers, Retail Hardware Dealers, Pharmaceutical, Retail Clothiers, Retail Grocers, General Merchants, Bankers and other associations, as explained in the address of President Morrison, should receive careful consideration by the officers and members of all editorial associations. It is a wise plan that should be adopted.

As an aid to co-operation and as a means of promoting effective advertising, the plan will be found of great value to publishers and much worth, in the way of business methods and real service, to all interests. All legitimate businesses and trades have very much in common. There has been too much of a tendency in this country toward a selfish, inconsiderate individualism with "everyone for himself and the devil take the hindmost." Organization of the different callings, interests, trades or groups, is an improvement over isolated individualism, but there is now just as great a need for the getting together of all groups and interests, for mutual understanding and helpfulness, and especially is this true as to newspaper-making, that must be prepared to serve all interests, all callings, trades, industries and institutions.

The Minnesota Editorial Association is doing a great service in leading in the pioneer work of intelligent co-operation by all and for all.

It will be noticed that Minnesotans are making great advances in the matter of local and foreign advertising, in co-operation through a newspaper week for State promotion, as well as in efficiency and the thorough understanding of the cost of production, and above all in community service.

In 1912 a committee consisting of J. C. Morrison of Morris, E. K. Whiting of Owatona, and Herman Roe of Northfield was appointed to study and expound the cost problem and made a most satisfactory report in 1913. Since then, these gentlemen have been quoted as authority on this subject and have been called upon at different times to present this important matter. The discussion of this subject of costs by Messrs. Whiting and Morrison proved one of the instructive features of the recent convention. We hope at an early date to give the conclusions of, and the systems for reaching the same by these gentlemen.

* * *

HYPHENATED HYSTERIA

Newspapers must give the news and deal with current questions, "right off the bat." This fact does not excuse inaccuracy or miss-hits. An editor must have clearness of vision, steadiness of nerve, caution and bravery all the time. Saneness and a well-balanced, judicial mind, free from prejudice, are essentials. While earnestness and "pep" are to be commended, wild sensationalism and hysteria are always to be avoided, for they show unreliability and weakness. Some of our leading politicians, including the President of the United States, recently went into hysterics over "hyphenated Americans," and too many newspapers were caught by the catch phrase. Now, explanations have come into vogue, with assertions that what was said was not really meant, accompanied by explanations that the "hyphenated Americans" are just as loyal. if not more so, than those who cannot boast a hyphen.

Judge Landis. who is one of America's clearest-headed, most impecable, true and loyal judges, and who bears as his given name, that of one of the battlegrounds of the war for the preservation of the Union, took occasion to say, at the banquet of the Old Time Printers' Association of Chicago—given in honor of the two hundred and tenth anniversary of Benjamin Franklin's birth:

"I have examined 25,000 witnesses in naturalization cases in the last eleven years, and I find that the Germans who come to this country are just as loyal to America, just as willing to fight for the United States, as any other citizens.

"I am not defending one side or another in the war; I am simply defending the mass of German people in this country, in humble walks of life, from a great injustice which has been done them."

He could have added the same assertions with regard to the Irish-Americans, the Norwegian-Americans, the Swedish-Americans, the Danish-Americans, or as to the double hyphenated Scotch-Irish-Americans, among whom President Wilson, himself, seems proud to be numbered by descent. He could have added those of any other of the nationalities who themselves have come to this land of freedom and opportunity, or whose ancestors had sought here homes for themselves and children.

It is natural and commendable for worthy citizens to cherish, in love and remembrance, the land that gave them, or their forebears, birth. It goes to show that they were worthy in the home countries from which they came. We have always thought that it was very evident that Past-President Roosevelt took pride in his Dutch ancestry, and getting down to the touch of personal feeling, we have always felt a little proud that the blood of English, Dutch and Welch ancestors mingled in our veins and that they had possessed sufficient sense and enterprise to come to America, some two hundred and fifty years ago, and to settle in New York and Vermont and later, to move to, and to mingle their blood by intermarriage in Ohio, and Illinois, yet we never thought those the less worthy or less patriotic, whose parents or who themselves, sought citizenship in the United States in these later years. This country would have been in a sad condition, had immigration to America ceased with the war for Independence. Nearly all the countries of Northern Europe made valuable contributions to American citizenship in two decades just before and during the Civil War, men who proved their loyalty to America and their love for liberty and free instutions by volunteering and shedding their blood and giving up their lives on many a hard-fought battlefield. Among these were volunteer private soldiers, Colonels, Generals, and other officers, who had received military training in Europe. There was not a mercenary among them. They fought for their adopted land, for "Liberty and Union," with all the zeal and self-sacrificing devotion of the native-born volunteer soldiers.

We have not intended to remark, at length, on these phases of American citizenship, but only to enforce a lesson as to the folly, if not the wickedness, of the press, in being led into doing injustice, by the lack of consideration and by indulging, or sharing in, a senseless hysteria, and taking up catch phrases that contain much more of error, injustice and sensationalism, than of truth or justice, which Aristotle held to be "the practice of virtue toward others."

The citizens of the United States are all Americans, equally worthy of honor, and trust, whether of pure blood of some European nation or of mixed blood of different nations, or mixed with that of native Indian stock, like that of the present First Lady of the Land, who is said to count Pocahontas in the line of her ancestry.

* * *

SERVING THE COMMUNITY AS A MEANS OF SECURING SUBSCRIBERS

H. B. Varner, publisher of the Dispatch, Lexington, N. C., and a Past-President of the National Editorial Association, has long been noted for his success in securing and holding a large circulation for his paper. He accomplishes this by methods that not only give direct and large returns to the fortunate winners in his circulation contests, but result in benefits to the whole community.

A few years ago he offered as a prize an attractive trip to visit the good roads and noted stock growing and most improved farming sections of his State. These things generally go together.

The winners had the pleasure of travel and the opportunities to learn as to the benefits of good roads and improved farming and stock-raising, and the best methods of securing the same, and then the towns and counties, covered by his publication, had the ultimate great benefit coming from such improvements, inspired and made possible by the practical knowledge so agreeably acquired.

He has now inaugurated contests that are more directly beneficial. Men may know but, through habitual inertia, may not act. Now Mr. Varner is offering, through what he calls a "Great Live Stock Campaign for Davidson County," six pure blooded breeding bulls and twelve Primrose Cream Separators, and a trip of fifty farmers for a visit to a celebrated creamery.

The announcement of the contest, omitting details as to prizes, their values and the distribution of the same, as given in the February 9th issue of the Dispatch is as follows:

> To further the interests of dairying and promote the raising of pure-bred live stock, The Dispatch will give to the farmers of Davidson County six pure-bred young bulls and twelve Primrose cream separators. In order that many of the leading farmers may come into personal contact with best methods of dairy farming and coöperative marketing of their products, fifty of their number will be taken to Catawba County, to see the Catawba County Creamery at Hickory, the great dairy herds of the county, the big farm warehouses and fine clover fields, and learn how the farmers there market their eggs, potatoes and other produce.
>
> These fine bulls, cream separators and trips will be given away in The Dispatch's Big Live Stock Campaign, which begins today. The county has been divided into six districts and a bull and two separators will be placed in each district. The farmer who secures the most votes in his district will get one of the registered bulls, while the two next highest will each receive a $60 cream separator. Every township in the county will be represented among those who go on the tour of Catawba County.

The contest creates an interest in the improving of stock and the economic handling of milk, and affords the opportunity of running articles, with a double assurance of attention thereto and interest therein, on the profits of better breeding of cattle, and dairying and on all the best methods.

Seven columns, with illustrations, are given up to these subjects and the news of the contest, in this issue of February 9th, and there could be no more interesting, instructive or profitable matter printed. In the issue of February 16th, just one week after the announcement of the contest, two full columns are filled with letters of approval by leading citizens and approving editorials from papers of the State. One editor says among other words of approval and commendation:

> The Dispatch is famous for its unique campaigns, which in addition to adding to the subscription list, serve a useful purpose in improving the material and moral condition of the county.
>
> But the campaign to favor more and better live stock and the extension of the dairying business is the best yet.

An editorial in another leading paper closes as follows:

> It is easy to see that such work as this will not only benefit the farmers, but will also be of great benefit to the people of the towns and will mean a new stimulus to progress along these lines in many other sections of the State. All that the farmers have to do to reap the reward which The Dispatch has in store for them is to coöperate with that paper in the plan proposed. We are confident that they will do this and fully expect to see this splendid idea bear such fruit, for both the paper and Davidson County, as even Colonel Varner, with all his fine powers of imagination which we have thought at times amount almost to genius, has not yet dreamed. When we consider that the live-stock business lies at the very foundation of all successful agriculture, it is hard to foretell the ultimate results of such a campaign as this.
>
> Would that every county in the South had a Varner.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THE SCARAB BRINGS GOOD FORTUNE.

IT is a shame that I have several times noted the work of the students of the West Technical High School of Cleveland, O., and have neglected to mention the very fine organ, the Scarab, issued by the East Technical High School of that city, although I have had a copy of this paper for some time. It is a Christmas number, and the articles are contributed by the boys and girls in the English department, and are very clever. The cover design, in four colors, is distinctly original, although it represents things such as most of us have frequently at one time seen—a night scene in winter, a country house, fir trees, bright moon, a sky blue with the blue of night-time, and snow on the ground. It is by a boy student in the art department, who also made the wood cuts for printing. The boys in the printing department set all the type, read and corrected proof, and did the presswork and binding. It is announced that about one thousand copies are sold monthly to the faculty and student body "which makes it possible to publish the Scarab without devoting any space whatever to advertising." Seems to me it would not be a "hold-up" to ask advertising for a publication so really interesting, with so large a circulation. And what a training is the composition of an advertisement! Come again, Scarab.

◆ ◆

Rough On the Bishop.

I quote the following from an ad in the Living Church:

> **New Volume of Sermons by the Bishop of London**
>
> THE ATTRACTIVENESS
> OF GOODNESS
>
> The Bishop of London's new volume of sermons (not Lent sermons) will be welcomed by all who are familiar with his Lent sermons.

◆ ◆

All is Forgiven

I some times refer to the "typographicals" that make my work even worse in some instances than it would ever be. They seem to have a knack of "creeping in" whenever I write in longhand, though I really thought my longhand pretty plain. But I forgive the compositor who set up my remarks on Hal Marchbanks last month, for he seems to be a good man. You may have read that when one of the largest penitentiaries in the country decided to print a paper some time ago it was found that many of the inmates had literary ability. But they were forced to get the printing done outside, for there was not a printer in the institution! And here is a printer who evidently knows naught of the wicked game of poker. This is the way the printer set up the sentence: "He saw the old masters, and sent them several letters." What I wrote was: "He saw the old masters, and went them several better."

◆ ◆

Get Ready.

Get ready for Easter and Spring advertising in a year when business ought to be good, because folks are saying everywhere that it's going to be good. "The season of snows and sins" is nearly over, and the snows will go, even if some of the sins remain, soon we will see the line of Swinburne once more exemplified: "Bloom by bloom the spring begins." There are tremendous possibilities for the local printer and publisher in obtaining more work for this spring and late Eastertide. Make them probabilities. Go to it.

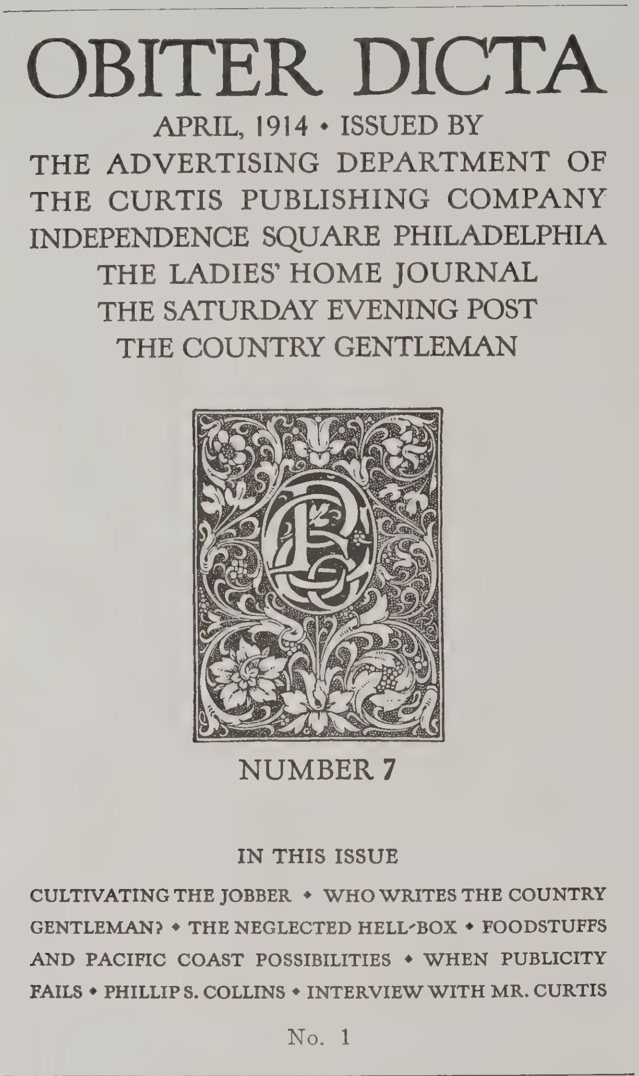
Easter is becoming more and more a gift period. The gifts should be advertised. Get busy. Do it now! And any other short and pithy proverb should be an inspiration right now.

Advertisement by advertisement, let the Spring begin.

◆ ◆

A Plea for Simplicity—Do You Neglect Your Hell-Box?

A very handsome house-organ is Obiter Dicta, issued by the advertising department of the Curtis Publishing Company, Philadelphia. Here is the handsome title page. There is a ¾-inch margin at the left, an inch margin at the right, and an inch and a half margin on the bottom, making, with the design, a very handsome page (1). One of its articles, "The Neglected Hell-Box," is such a strong appeal for simplicity that I should like it reproduced so printer-folk can read it (2a to 2e). Very likely the reproductions will be very small indeed, and there is no need of reading them—they should give the general idea and effect. The booklet is on cameo stock, and is a high-class publication, besides giving other advertisement departments something to think about.



OBITER DICTA

APRIL, 1914 • ISSUED BY
THE ADVERTISING DEPARTMENT OF
THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA
THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN

NUMBER 7

IN THIS ISSUE

CULTIVATING THE JOBBER • WHO WRITES THE COUNTRY GENTLEMAN? • THE NEGLECTED HELL-BOX • FOODSTUFFS AND PACIFIC COAST POSSIBILITIES • WHEN PUBLICITY FAILS • PHILLIP S. COLLINS • INTERVIEW WITH MR. CURTIS

No. 1

That Ad Led Me to Buy That Issue.

Axel. Edw. Sahlin, with the Roycrofters at East Aurora, sends several samples of the excellent and characteristic work he is still doing at the famous shop. Here (3) is the announcement of the Memorial Number of the Era. It is in black and purple—both are mourning colors, but it is not a very mournful looking job—and doubtless the Hubbards would not have rather had it radiate woe. Gladly did they live and gladly die, like Robert Louis of gentle memory.

◆ ◆

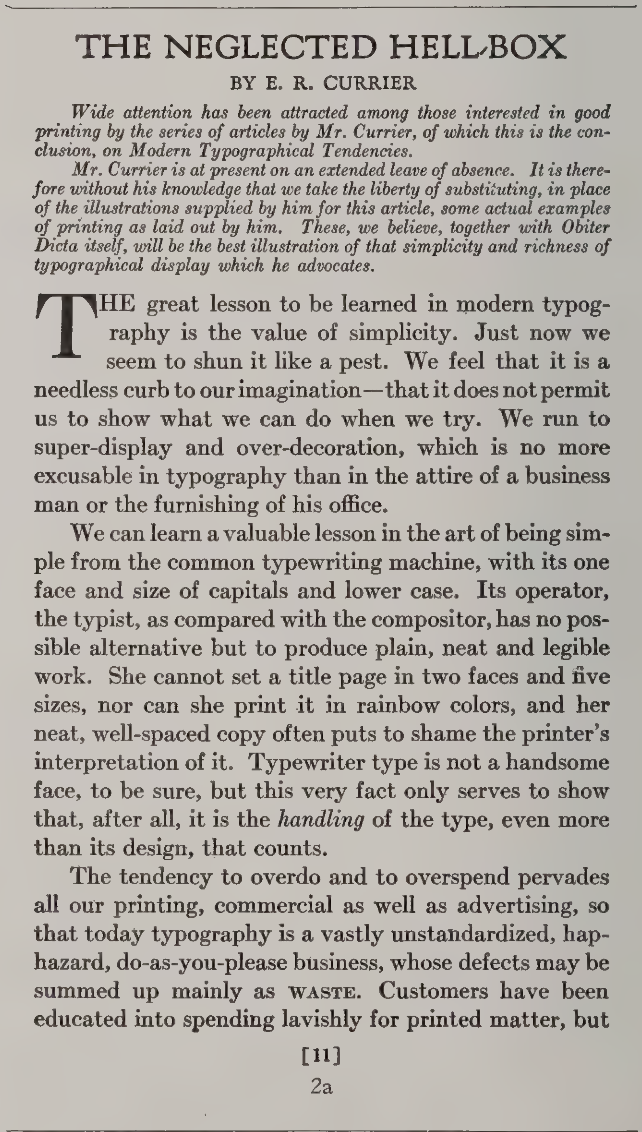
A Letter on Printing and Prunes That is Not, However, "Full of Prunes."

F. A. Berry & Company of Boston, Mass., are putting out series of circular letters that are bright without being altogether too clever. Here is one of their recent letters which treats of the question of cost in a pleasant way:

Dear Sirs:—

Whether you buy Printing or Prunes—

It's not what you PAY, but what you GET for what you pay!



THE NEGLECTED HELL-BOX

BY E. R. CURRIER

Wide attention has been attracted among those interested in good printing by the series of articles by Mr. Currier, of which this is the conclusion, on Modern Typographical Tendencies.

Mr. Currier is at present on an extended leave of absence. It is therefore without his knowledge that we take the liberty of substituting, in place of the illustrations supplied by him for this article, some actual examples of printing as laid out by him. These, we believe, together with Obiter Dicta itself, will be the best illustration of that simplicity and richness of typographical display which he advocates.

THE great lesson to be learned in modern typography is the value of simplicity. Just now we seem to shun it like a pest. We feel that it is a needless curb to our imagination—that it does not permit us to show what we can do when we try. We run to super-display and over-decoration, which is no more excusable in typography than in the attire of a business man or the furnishing of his office.

We can learn a valuable lesson in the art of being simple from the common typewriting machine, with its one face and size of capitals and lower case. Its operator, the typist, as compared with the compositor, has no possible alternative but to produce plain, neat and legible work. She cannot set a title page in two faces and five sizes, nor can she print it in rainbow colors, and her neat, well-spaced copy often puts to shame the printer's interpretation of it. Typewriter type is not a handsome face, to be sure, but this very fact only serves to show that, after all, it is the *handling* of the type, even more than its design, that counts.

The tendency to overdo and to overspend pervades all our printing, commercial as well as advertising, so that today typography is a vastly unstandardized, haphazard, do-as-you-please business, whose defects may be summed up mainly as WASTE. Customers have been educated into spending lavishly for printed matter, but

[11]

2a

You never pay MORE than a job's worth at our plant. You never pay LESS.

Decent product for decent pay—
Fair work, fair wage.

Printing, dear friend, is our life's chosen work. It is the only Art we know! This big plant is our studio. Our type talents, we feel, are a gift, and we're here to prove it to YOU that good printers are born and not made!

We WOULD NOT overcharge you, we CANNOT overcharge.

POOR PRINTING IS BAD ADVERTISING, NOT ADVERTISING!

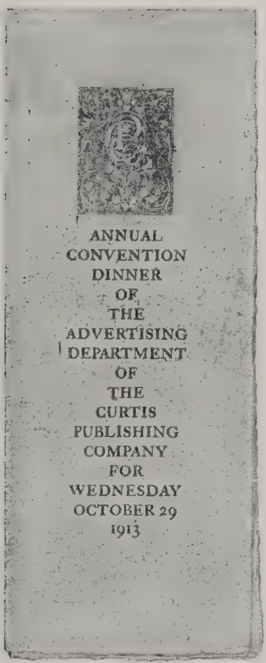
Poor ad-literature is a speculation—Our kind an INVESTMENT!

Let us help you avoid dear bargains like this; we will do your work CONSCIENTIOUSLY both as to Quality and Cost to you.

How soon may we expect the good news over the 'phone?

Yours truly,
F. A. BERRY.

P. S.—As partial reward for our past efforts—please check and sign the enclosed card and mail at your earliest convenience.



ANNUAL
CONVENTION
DINNER
OF
THE
ADVERTISING
DEPARTMENT
OF
THE
CURTIS
PUBLISHING
COMPANY
FOR
WEDNESDAY
OCTOBER 29
1913

Simplicity and strength in Mr. Currier's work. Decoration in blue

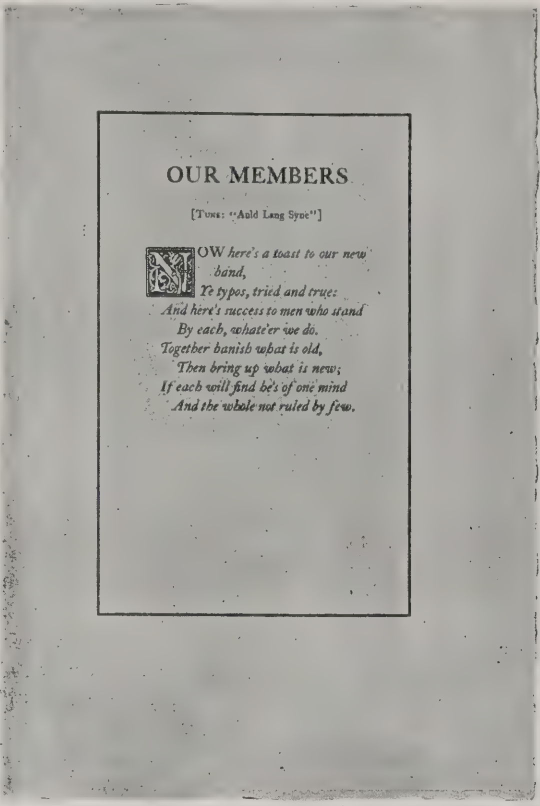
are not being properly guided or protected in their spending. It is well enough that a catalog should cost a dollar a copy if the cost goes into good illustrations, clear text and serviceable binding. And the house that contemplates the appropriation of $50,000 for advertising will be well advised to use at least a thousand of that sum in getting the best possible dress or layout for its matter. But when in a catalog we use three printings, one to present the message and two to decorate it, and print the cover in five colors and embossing, or when we dress up a straightforward advertising appeal with silly and irrelevant decoration, we are wasting good money. Expensive papers are often the most economical, but if we use one costing eighteen cents when an eight-cent paper would be equally effective, we are also wasting money.

What the printing industry requires more than anything else today is a thorough house-cleaning. And the place to begin is in that vast repository of superfluous type-faces, the composing-room. Admitting that all our presses and most of our papers and inks fill an economic need, and that the type-setting and type-casting machines are indispensable, when it comes to type, what is urgently needed is a large-sized "hell-box" and some

[12]
2b

It Was Up-to-Date-and-Beyond Then; It is Up-to-Date Now.

"Have you saved your Printer-Journalist for the years 1902-3-4?" I wrote last month, "If so, you have right at hand some of the modernest typographical ideas." And here I find among my effects some mighty effective printing that Winn C. Hammond, of Detroit, Mich., sent me in 1907. I do not know why I have never reviewed the jobs in this package before. I am mentioning their age, in fairness to the printers; but there is very little about the style of these jobs to show that thew were not composed in this very year. One cover has an art-nouveau decoration such as was more stylish in 1907 than it is today, and the Stylus border, which is itself quite art-noveauist, is likewise used on the introduction page. And that is the sole thing about all these several pieces of printed matter that seem to indicate that they are not as new as they are good. And for that matter there is no real reason for not using art-nouveau on a job now. There was a time, however, when it was overworked.



OUR MEMBERS

[Tune: "Auld Lang Syne"]

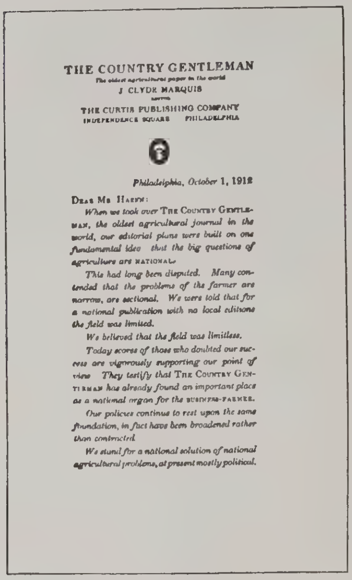
NOW *here's a toast to our new*
band,
Ye typos, tried and true:
And here's success to men who stand
By each, whate'er we do.
Together banish what is old,
Then bring up what is new;
If each will find he's of one mind
And the whole not ruled by few.

A page of verse. Originally in two colors

sort of cataclysm by which ninety-nine out of every hundred of the existing type-faces might be dumped into it. I firmly believe that such an event would simplify the whole problem of producing economical and effective typography more than anything else that might be proposed.

[13]
2c

One of the most striking jobs is the program in German and English. It is in deep purple on appropriately tinted stock, and still the type and the quaint drawings are so strong that I do not see why they should not be reproduced. The illustrations seem to me, who have never been in Europe, but may go before der kruel



THE COUNTRY GENTLEMAN
The oldest agricultural paper in the world
J CLYDE MARQUIS
THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA

Philadelphia, October 1, 1918

Dear Mr Harry:

When we took over The Country Gentleman, *the oldest agricultural journal in the world, our editorial plans were built on one fundamental idea that the big questions of agriculture are* NATIONAL.

This had long been disputed. Many contended that the problems of the farmer are narrow, are sectional. We were told that for a national publication with no local editions the field was limited.

We believed that the field was limitless.

Today scores of those who doubted our success are vigorously supporting our point of view. They testify that The Country Gentleman *has already found an important place as a national organ for the* BUSINESS-FARMER.

Our policies continue to rest upon the same foundation, in fact have been broadened rather than contracted.

We stand for a national solution of national agricultural problems, at present mostly political.

An advertising page. Seal in red

It is the multiplication of type-faces which has made the modern printer's knowledge of what to avoid the most important (and usually the last) thing to be learned.

The next specific thing that can be done in the way of getting the lid off bad-printing conditions is the universal standardization of sizes for catalogs and booklets, or, to carry it to its logical conclusion, for every least form of commercial printed matter. We know that all of the thousand and one conventional forms fall into a very few well-defined classes; therefore a little concerted effort on the part of printers and advertising men, through their numerous conventions, could easily produce a scale of standards for these. To mention one example, a catalog should be either six by nine or nine by twelve. Novelty is a poor excuse to urge for the present constant variation in size and form. There is plenty of room for novelty without that, and customers with no better reason than mere whim for desiring something different should be penalized to cover the expense incurred in departing from the standard, just as they are in any other line of manufacture. Printers know only too well the confusion

[14]
2d

Krag is over, to be more Dutch than Deutch. An English as well as a German page is given (4a and 4b). Every page in the book is of a distinctive character, and nearly every page has a quaint illustration.

Ah! here is a page of a catalogue (5) that shows how old the book is. But bless you, it isn't the type—or the lettering, or the arrangement that tells this. It is the out-of-vogue overcoat! All the rest of it is still modernly suggestive. The chief head is in red orange, as are bits of the picture—the sign, for instance, will appear as a black rectangle instead of an orange sign with outline letters in black. I hope the engraver will not rout out the folio number.

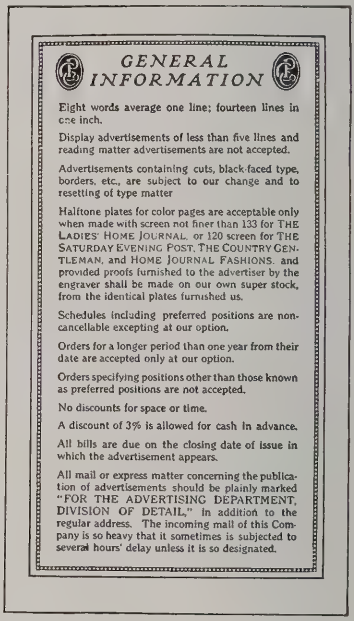
Rules Defied, and Yet—

Sometimes an ad can be composed in a number of different kinds of type, and yet not be unhandsome, even when Gothic is used with such a face as Cheltenham, which would seem against all the modern canons of the art. But that initial may have something to do with it. Anyhow, this (6) is an ad that attracts attention among ads that are composed in a single series or in two admittedly harmonious series. And, if it really does not shock one's artistic sense over much, it should be a good advertisement.

"Wilful Waste Makes Woeful Want."

Here (7) is how black Winchell looks when toned by a lighter border in purple, and composed by the boys in the school of printing at the North End Union, Boston. Sometimes waste is costly in the beginning as well as the end to the fellow who wastes.

that arises from lack of standardization. They know the difficulty of finding the right size of sheet in stock at the paper-house, because the paper-house cannot possibly keep in stock, in more than a few of the most-used sizes, the numerous sizes and colors of papers demanded.



GENERAL INFORMATION

Eight words average one line; fourteen lines in one inch.

Display advertisements of less than five lines and reading matter advertisements are not accepted.

Advertisements containing cuts, black-faced type, borders, etc., are subject to our change and to resetting of type matter

Halftone plates for color pages are acceptable only when made with screen not finer than 133 for THE LADIES' HOME JOURNAL, or 120 screen for THE SATURDAY EVENING POST, THE COUNTRY GENTLEMAN, and HOME JOURNAL FASHIONS, and provided proofs furnished to the advertiser by the engraver shall be made on our own super stock, from the identical plates furnished us.

Schedules including preferred positions are non-cancellable excepting at our option.

Orders for a longer period than one year from their date are accepted only at our option.

Orders specifying positions other than those known as preferred positions are not accepted.

No discounts for space or time.

A discount of 3% is allowed for cash in advance.

All bills are due on the closing date of issue in which the advertisement appears.

All mail or express matter concerning the publication of advertisements should be plainly marked "FOR THE ADVERTISING DEPARTMENT, DIVISION OF DETAIL," in addition to the regular address. The incoming mail of this Company is so heavy that it sometimes is subjected to several hours' delay unless it is so designated.

A business form

And now, looking into the future, we have a most ample field for speculation. It is a striking fact to contemplate that, altogether, more changes, innovations and developments have taken place in the printing industry in the last score of years than in all the four hundred which preceded them. If things go on at this rate it is not too much to anticipate that before another score of years has passed the process of printing from relief surfaces, by which probably nine-tenths of all our modern printing is done, will be as far removed from the great commercial arena and as precious as the art of wood engraving now is. It would seem, in fact, that anything further in the way of innovation must dispense entirely with movable types. And, indeed, remembering Lord Kelvin's now famous prophecy that heavier-than-air machines

[15]
2e

But here is a whole page in Printer's Ink that is mostly white space. White space is sometimes anything but wasted in an ad that attracts attention by it. Particularly is this the case where the white space is artistically disposed, as it is in this instance. But here is the message of the advertising agents who advertise their name on this page:

> The smaller the space the more you ought to waste it.
> Provided, however—
> (Can you finish this sentence in seven words?)

I thought the full stop was used as above in order to show that a sentence was finished. And why ought you—or I, reader—to waste space or anything else? Maybe the mystery will be explained later. It's too deep for yours truly.

THE JULY FRA
Memorial Number

THIS, then, is to say that the JULY *FRA* is the MEMORIAL NUMBER to Elbert and Alice Hubbard.

¶ It is the greatest *FRA* that ever emanated from the Roycroft Shop.

¶ Poets, playwrights, philosophers, doctors, lawyers and businessmen have sprinkled its pages with diamond dust—with clear, sparkling, radiating thought and reminiscences.

¶ William Marion Reedy, Richard Le Gallienne, David Starr Jordan, H. Gordon Selfridge, Hudson Maxim, David Bispham, Doctor Anna Howard Shaw, Judge Lindsey, John D. Archbold—these and many others have, in an intimate, fraternal fashion, paid tribute to

ELBERT HUBBARD *and his gifted wife in this Memorial Issue of THE FRA.*

¶ The July *FRA* will be eagerly welcomed by Roycrofters everywhere, and carefully treasured as the richest, the finest and the fullest Hubbard commentary and memorial.

THE FRA *In The Future*

will stand for the things Elbert Hubbard had close to his heart and which he formulated in the following ROYCROFT PLATFORM OF PRINCIPLES and of which *THE FRA* is the exponent:

Big Business   Votes for Women   International Disarmament   Good Roads
Tree-Planting   Agriculture in Public Schools
Oral Righteousness   Taxation of Church Property   Free Thought and Speech

Subscription to *THE FRA* is Two Dollars a year—with a Beautiful Roycroft Book, Gratis.

THE ROYCROFTERS, East Aurora, N. Y.

3

A Correction That is Good Advertising.

A newspaper with a conscience is the Chicago Tribune, and it is jutified in boasting of it in a rather modest way. For it has certainly made an amende honorable to that other great newspaper, the Pittsburg Press, in its full page ad in a recent issue of an advertising weekly.

The Tribune makes quite a boast when it states that it is "The World's Greatest Newspaper." That is something of a matter of opinion, but no doubt thousands of others beside its management think it is indeed as great as all that. Will it ever make an apology if it finds itself wrong?

Großer Masken=Ball

der

"Harmonie"

Dienstag, den 12. Februar 1907

Herbei zum Mummenſchanz!

Kannſt noch jung Du an Faſtnacht ſein,
Bleibt im Jahr auch Jugend Dein;
Biſt Du Faſchingsſtreichen grämlich
Zeigt es, daß Du alt und dämlich.

Sie nebſt Familie ſind freundlichſt eingeladen.

Eintrittskarten ſind an der Thüre abzugeben.

Wieder wurden bedeutende Vorbereitungen getroffen, den Maskenball ſchön und erfolgreich zu geſtalten, jedoch um mit den Fröhlichen froh zu ſein, müßt Ihr **koſtümirt** erſcheinen.

4a

Grand

Masquerade-Ball

of the

"Harmonie"

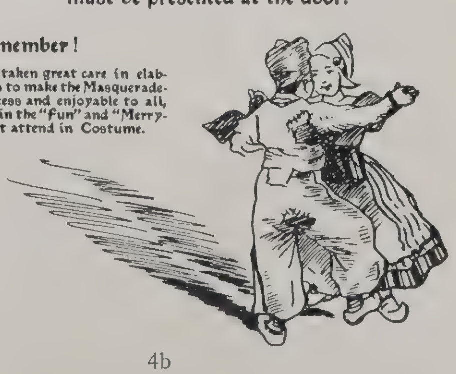
Tuesday, February 12th, 1907

Yourself and family are cordially invited.

Cards of Admission
must be presented at the door.

Remember!

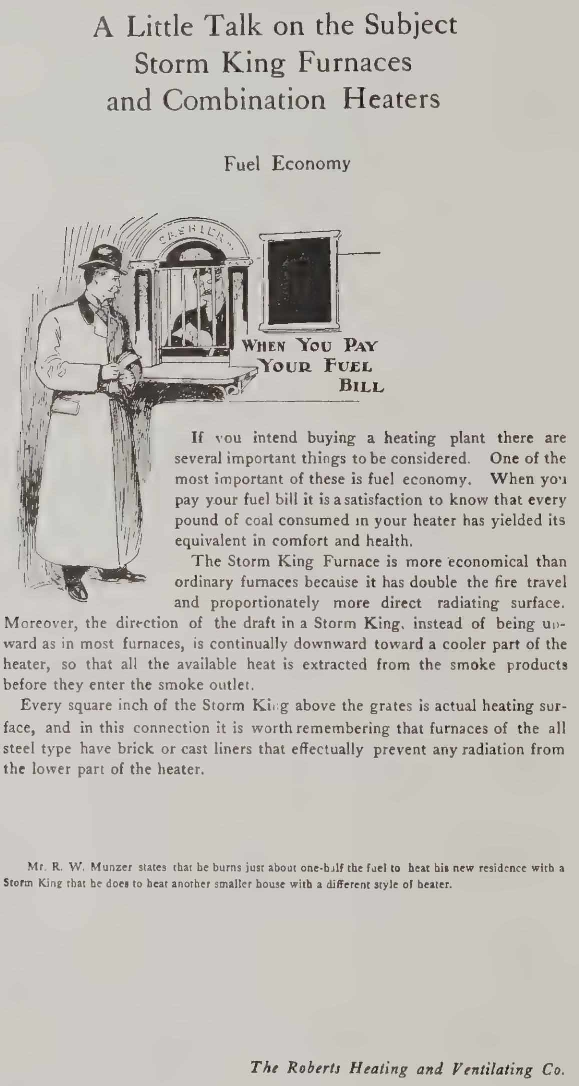
As usual, we have taken great care in elaborate preparations to make the Masquerade-Ball an entire success and enjoyable to all, yet to participate in the "Fun" and "Merry-Making" you must attend in Costume.



4b

Advertising the Small Ad.

V is for Vogue as well as Vacuum Cleaners, and the V shown in 9a is a sort of trade mark of vogue. The V and the heavy lines are red, the stock is gray on the folder of which this is the first page. The second and third pages are shown as 9b. The border and the arrow markings are red. Surely a good ad of the little ad. And 10 is a very striking job made so largely by the red border to the page. Where it is sweated as shown on the other job, and also to the copy panel. The headings "Vogue" and "Vanity Fair" are also red. It is a red with plenty of varnish, on a lighter gray than the other job. And even the black is snappy. These marginal red borders are a feature of the Vogue "printed matter" typography, their very pleasing letter-head being another place which is red-bordered. And how they light up the various shades of gray!



A Little Talk on the Subject
Storm King Furnaces
and Combination Heaters

Fuel Economy

CASHIER

WHEN YOU PAY YOUR FUEL BILL

If you intend buying a heating plant there are several important things to be considered. One of the most important of these is fuel economy. When you pay your fuel bill it is a satisfaction to know that every pound of coal consumed in your heater has yielded its equivalent in comfort and health.

The Storm King Furnace is more economical than ordinary furnaces because it has double the fire travel and proportionately more direct radiating surface. Moreover, the direction of the draft in a Storm King, instead of being upward as in most furnaces, is continually downward toward a cooler part of the heater, so that all the available heat is extracted from the smoke products before they enter the smoke outlet.

Every square inch of the Storm King above the grates is actual heating surface, and in this connection it is worth remembering that furnaces of the all steel type have brick or cast liners that effectually prevent any radiation from the lower part of the heater.

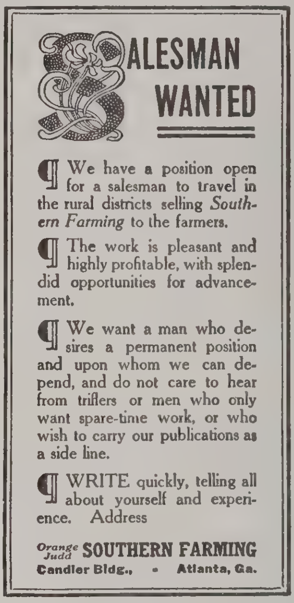
Mr. R. W. Munzer states that he burns just about one-half the fuel to heat his new residence with a Storm King that he does to heat another smaller house with a different style of heater.

The Roberts Heating and Ventilating Co.

5

Semper Idem.

Month after month, year after year, Farm and Home sends blotters of exactly the same style (11), always with the Doric lines in exactly the same place, always attractive. There



SALESMAN WANTED

We have a position open for a salesman to travel in the rural districts selling *Southern Farming* to the farmers.

The work is pleasant and highly profitable, with splendid opportunities for advancement.

We want a man who desires a permanent position and upon whom we can depend, and do not care to hear from triflers or men who only want spare-time work, or who wish to carry our publications as a side line.

WRITE quickly, telling all about yourself and experience. Address

Orange Judd SOUTHERN FARMING
Candler Bldg., - Atlanta, Ga.

6

A Correction

In a previous advertisement in this publication, we unwittingly did an injustice to The Pittsburg Press, which we now desire to remedy.

After the necessarily hasty compilation of statistics of advertising printed by newspapers for the year 1915, it appeared that The Chicago Tribune stood at the top.

After a more thorough canvass of the situation, we now find that the volume of advertising printed by The Pittsburg Press exceeded that of The Chicago Tribune and that each of these papers printed far more than any other newspaper in America.

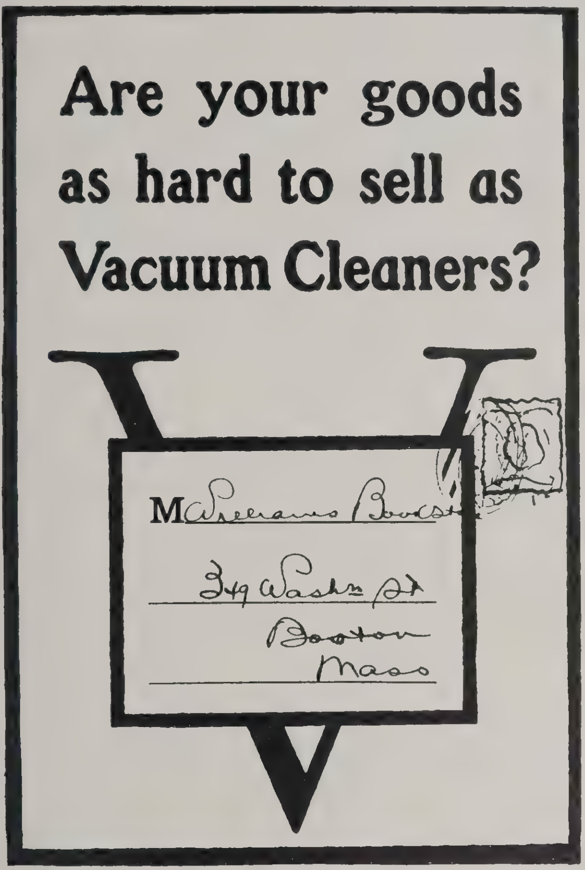
Therefore The Chicago Tribune, (a morning and Sunday newspaper) easily leads its field in America, while The Pittsburg Press, (an evening and Sunday newspaper,) not only leads its field, but also leads the leader of the other field.

Therefore again, while gladly yielding the palm to The Pittsburg Press for 1915, we hereby warn our esteemed contemporary to look out for said palm in 1916.

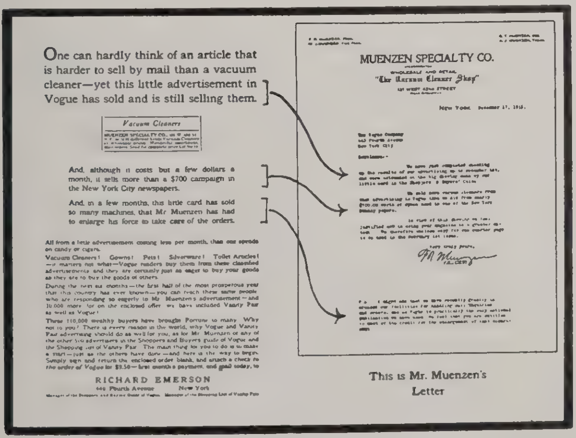
Let us add that this correction is made voluntarily and without instigation save that of our own conscience.

The Chicago Tribune
The World's Greatest Newspaper
(Trade-mark Registered)
Circulation Over { 500,000 Sunday
300,000 Daily
Member Audit Bureau of Circulations
Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

must be virtue in this particular typographic and art continuity. I have always been fond of that particular form of italic ever since it was used so much in the earlier days of the modernest advertising. It seems to have "punch."


Are your goods as hard to sell as Vacuum Cleaners?
M Williams Bookst
349 Washn St
Boston
Mass

9a



One can hardly think of an article that is harder to sell by mail than a vacuum cleaner—yet this little advertisement in Vogue has sold and is still selling them.

Vacuum Cleaners

And, although it costs but a few dollars a month, it sells more than a $700 campaign in the New York City newspapers.

And, in a few months, this little card has sold so many machines, that Mr Muenzen has had to enlarge his force to take care of the orders.

All from a little advertisement costing less per month, than one spends on candy or cigars.

Vacuum Cleaners! Gowns! Pets! Silverware! Toilet Articles! —it matters not what—Vogue readers buy them from these classified advertisements and they are certainly just as eager to buy your goods as they are to buy the goods of others.

During the next six months—the first half of the most prosperous year that this country has ever known—you can reach these same people who are responding so eagerly to Mr Muenzen's advertisement—and 30,000 more, for on the enclosed offer we have included Vanity Fair as well as Vogue!

These 110,000 wealthy buyers have brought Fortune to many. Why not to you? There is every reason in the world, why Vogue and Vanity Fair advertising should do as well for you, as for Mr Muenzen or any of the other [illegible] advertisers in the Shoppers and Buyers Guide of Vogue and the Shopping List of Vanity Fair. The main thing for you to do is to make a start—just as the others have done—and here is the way to begin. Simply sign and return the enclosed order blank, and attach a check to the order of Vogue for $9.50—first month's payment, and mail today, to

RICHARD EMERSON
440 Fourth Avenue New York

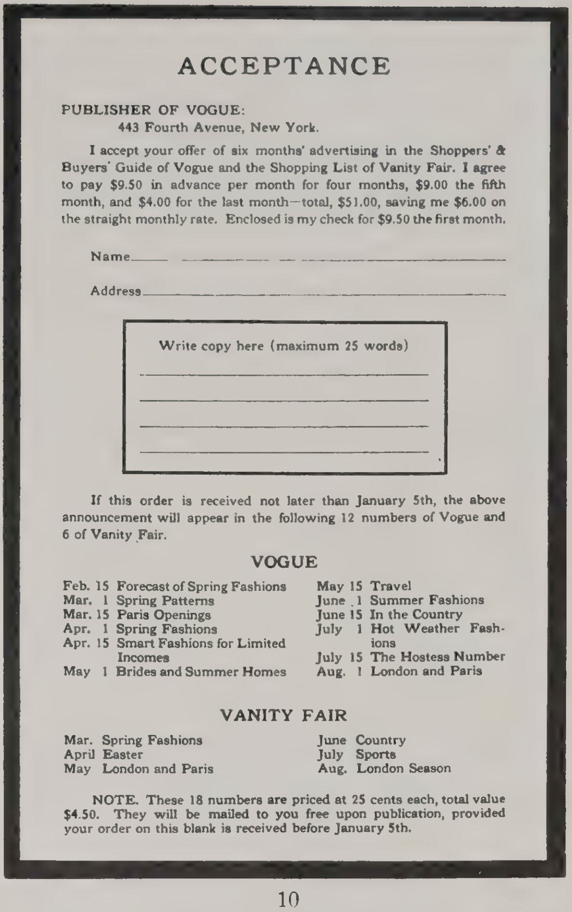
MUENZEN SPECIALTY CO.
WHOLESALE AND RETAIL
"The Vacuum Cleaner Shop"

This is Mr. Muenzen's Letter

9b

A Folder for Grocers.

I am showing a folder—deckle edged, four-page—that the Roycroft shops produced for Todd of Tacoma. Surely a high-class ad for high-



ACCEPTANCE

PUBLISHER OF VOGUE:
443 Fourth Avenue, New York.

I accept your offer of six months' advertising in the Shoppers' & Buyers' Guide of Vogue and the Shopping List of Vanity Fair. I agree to pay $9.50 in advance per month for four months, $9.00 the fifth month, and $4.00 for the last month—total, $51.00, saving me $6.00 on the straight monthly rate. Enclosed is my check for $9.50 the first month.

Name____________________

Address____________________

Write copy here (maximum 25 words)

If this order is received not later than January 5th, the above announcement will appear in the following 12 numbers of Vogue and 6 of Vanity Fair.

VOGUE

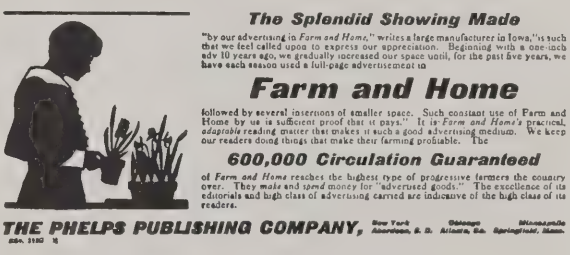
Feb. 15	Forecast of Spring Fashions	May 15	Travel
Mar. 1	Spring Patterns	June 1	Summer Fashions
Mar. 15	Paris Openings	June 15	In the Country
Apr. 1	Spring Fashions	July 1	Hot Weather Fashions
Apr. 15	Smart Fashions for Limited Incomes	July 15	The Hostess Number
May 1	Brides and Summer Homes	Aug. 1	London and Paris

VANITY FAIR

Mar.	Spring Fashions	June	Country
April	Easter	July	Sports
May	London and Paris	Aug.	London Season

NOTE. These 18 numbers are priced at 25 cents each, total value $4.50. They will be mailed to you free upon publication, provided your order on this blank is received before January 5th.

10



The Splendid Showing Made

"by our advertising in *Farm and Home*," writes a large manufacturer in Iowa, "is such that we feel called upon to express our appreciation. Beginning with a one-inch adv 10 years ago, we gradually increased our space until, for the past five years, we have each season used a full-page advertisement in

Farm and Home

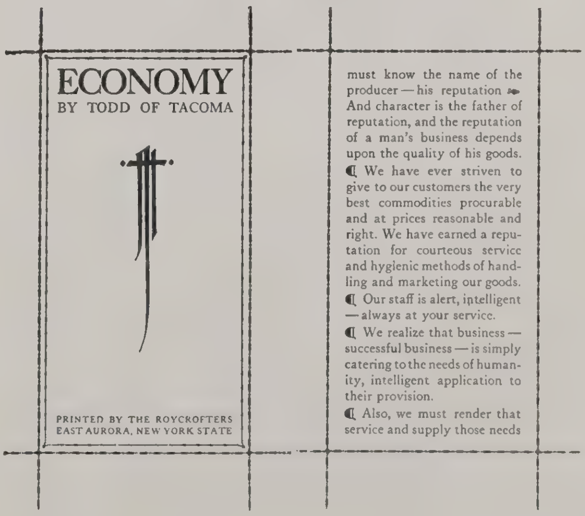
followed by several insertions of smaller space. Such constant use of Farm and Home by us is sufficient proof that it pays." It is *Farm and Home's* practical, *adaptable* reading matter that makes it such a good advertising medium. We keep our readers doing things that make their farming profitable. The

600,000 Circulation Guaranteed

of *Farm and Home* reaches the highest type of progressive farmers the country over. They *make* and *spend* money for "advertised goods." The excellence of its editorials and high class of advertising carried are indicative of the high class of its readers.

THE PHELPS PUBLISHING COMPANY, New York, Aberdeen, S. D., Chicago, Atlanta, Ga., Minneapolis, Springfield, Mass.

11



ECONOMY
BY TODD OF TACOMA

PRINTED BY THE ROYCROFTERS
EAST AURORA, NEW YORK STATE

must know the name of the producer—his reputation ❧ And character is the father of reputation, and the reputation of a man's business depends upon the quality of his goods.

¶ We have ever striven to give to our customers the very best commodities procurable and at prices reasonable and right. We have earned a reputation for courteous service and hygienic methods of handling and marketing our goods.

¶ Our staff is alert, intelligent—always at your service.

¶ We realize that business—successful business—is simply catering to the needs of humanity, intelligent application to their provision.

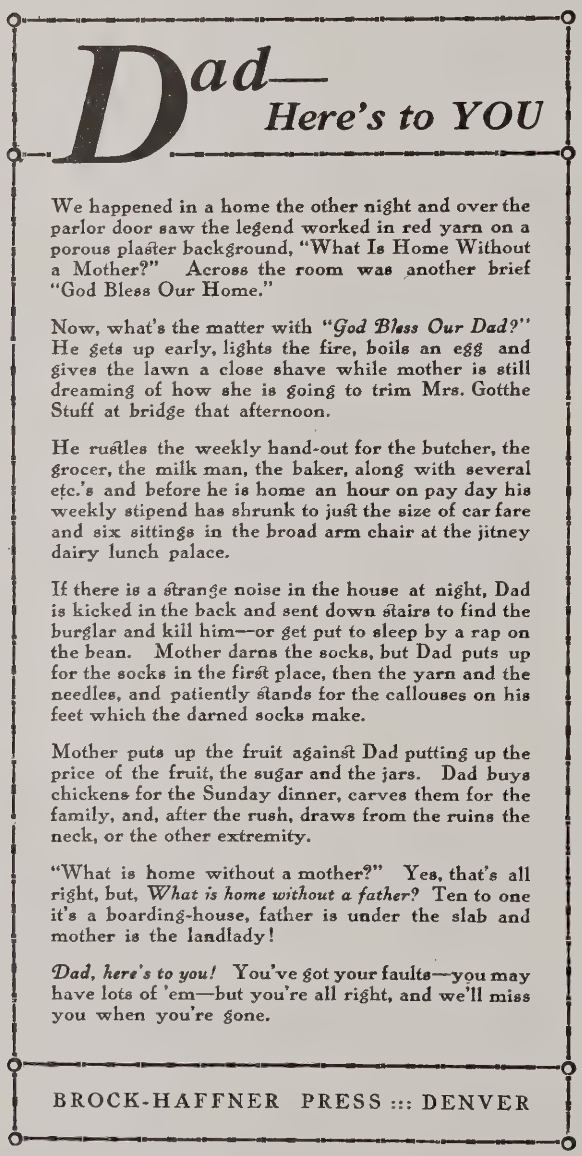
¶ Also, we must render that service and supply those needs

12

class grocers, of the "general publicity" brand, and one that should prove suggestive, (12a and b). It is in red orange and black ornaments, including paragraph marks and initials, and inner strips of border stuff in the orange. The capitals at the end have a rather pleasing effect, being especially set off by the red. It's easy to overdo capitalization, but it seems not to be overdone here.

Dad—His Card.

Here's a card (13) that seeks to do justice to Paterfamilias, commonly known as Dad. It is from the Brock-Haffner Press of Denver, Colo., and furnishes a specimen of thoughtful display composition of a title.



Dad—
Here's to YOU

We happened in a home the other night and over the parlor door saw the legend worked in red yarn on a porous plaster background, "What Is Home Without a Mother?" Across the room was another brief "God Bless Our Home."

Now, what's the matter with "*God Bless Our Dad?*" He gets up early, lights the fire, boils an egg and gives the lawn a close shave while mother is still dreaming of how she is going to trim Mrs. Gotthe Stuff at bridge that afternoon.

He rustles the weekly hand-out for the butcher, the grocer, the milk man, the baker, along with several etc.'s and before he is home an hour on pay day his weekly stipend has shrunk to just the size of car fare and six sittings in the broad arm chair at the jitney dairy lunch palace.

If there is a strange noise in the house at night, Dad is kicked in the back and sent down stairs to find the burglar and kill him—or get put to sleep by a rap on the bean. Mother darns the socks, but Dad puts up for the socks in the first place, then the yarn and the needles, and patiently stands for the callouses on his feet which the darned socks make.

Mother puts up the fruit against Dad putting up the price of the fruit, the sugar and the jars. Dad buys chickens for the Sunday dinner, carves them for the family, and, after the rush, draws from the ruins the neck, or the other extremity.

"What is home without a mother?" Yes, that's all right, but, *What is home without a father?* Ten to one it's a boarding-house, father is under the slab and mother is the landlady!

Dad, here's to you! You've got your faults—you may have lots of 'em—but you're all right, and we'll miss you when you're gone.

BROCK-HAFFNER PRESS ::: DENVER

13

AN EXHIBITION OF PRINTING BY THE AMERICAN INSTITUTE OF GRAPHIC ARTS AT THE NATIONAL ARTS CLUB

Gramercy Park, New York, March 28 to April 14, 1916.

An event of exceptional interest will be an exhibition of printing by the American Institute of Graphic Arts, at the National Arts Club in Gramercy Park, New York, from March 28 to April 14, 1916.

This exhibit will be of national scope and the interest which has already been manifested in it justifies the expectation that it will be the most complete and representative exhibit of American printing yet assembled in the United States.

It is hoped to make it in every sense adequately representative of the highest achievements of the printing craft in this country.

Exhibits are invited from all American printers and assurance is given that all exhibits submitted will be carefully considered and those found worthy of exhibition will be advantageously displayed, with due credit to the source of their production.

The exhibit is to be classified under the following general headings:

Book Printing.
Catalogs.
Circulars and Folders.
Booklets.
Posters.
Stationery.
Labels and Wrappers.
Color Press Printing.
Color Plate Printing.

It is hoped that it will be possible to issue a complete catalog with a detailed list of the exhibits and the exhibitors.

The committee in charge of the exhibition wishes especially to emphasize the fact that exhibits are desired from as many sources as possible, it being the main purpose of this movement to stimulate a keener interest in the printing art not only among those who are actively engaged in it, but among the public generally. With this in view, it is desired to make the exhibit as thoroughly representative as possible of the marked advance which has been made in the art of printing in recent years.

From this exhibition, it hoped to lay the foundation for a permanent collection of notable specimens of printing to be assembled and preserved by the American Institute of Graphic Arts.

A general invitation is extended to visit the exhibition in regard to which the committee will be glad to furnish any additional information. Arthur S. Allen, 290 Broadway is chairman.

⁂

BUSINESS GOOD

Country Editors go South for Vacation

H. B. Hale of the Gazette, East Hartford, Conn., has just returned from the land of Florida, enjoying a month's vacation going as far as Key West.

Upon his return last week his son, Warren L. Hale, associate editor and his sister, Miss Marjorie Hale, left for Florida, to be absent several weeks.

The Hales have the right idea in vacation, each having a trip. The Gazette is a 16-page weekly and is a big factor for the town it covers.

Golden Jubilee Convention of Minnesota Editorial Association

(From the Minnesota Daily of the University of Minnesota, Feb. 17.)

ONE new record was set at the opening session of the Minnesota Editorial Association, when 45 new members were entered on the organization's rolls and prospects shown for at least 30 more.

This is the largest number of members ever taken in at one session and makes the total membership larger than it has ever been in the fifty years of the association's history. The membership is now 228. Herman Roe, secretary, says it will surely go to 300.

A record-breaking attendance also was indicated at the opening session this afternoon. At least three-fourths of the members are expected here. Less than a hundred editors were at today's meeting. "Today is press day for most of the boys," Mr. Roe said. "Our high attendance mark will probably be reached tomorrow."

President Gives Address.

The Minnesota Editorial Association is now assembled in its fiftieth annual meeting, and today considerable attention will be given to a backward look to note the progress—or retrogression, or change—in the business of being a country editor during the last half century.

The Minnesota Editorial Association was organized February 20, 1867, and will, therefore, not be a full fifty years old until next February, but this is the beginning of the fiftieth meeting, and because it had been previously planned to celebrate this year as the Jubilee Year, the Executive Committee decided that it would be better to observe the semi-centennial this year rather than a year from now.

The president desires first of all to congratulate the men still living who forty-nine years ago enrolled themselves as charter members of this organization: Granville S. Pease of the Anoka Union, Irving Todd of the Hastings Gazette, F. E. DuToit of the Chaska Herald, W. B. Mitchell of St. Cloud, Captain Henry A. Castle of St. Paul, Fred L. Smith of Minneapolis, R. H. Conwell of Philadelphia, and J. C. Devereaux of St. Paul. We are happy that some of you could be with us, and we shall be much pleased with what you will tell us of that golden age when first you set out upon your knight-errantry of the pen, but we honor you most of all because you are in the present and of the present, looking forward as we are to great accomplishments in the future.

To you I will leave the task of the portrayal of the past, and will devote this annual address to the present.

This association now includes a membership of about 300, representing less than one-half of the newspapers of the state. To me the wide discrepancy between the number of newspaper men in the state is most discouraging in spite of the fact that the membeship roll has now reached its high mark. If the association is to do its proper work, its membership should be synonymous with the directory list, and I am in favor of the association declaring each and every newspaper publisher a member of this association, entitled to all its benefits and chargeable with all its obligations, including annual dues to be collected by sight draft if not paid within 30 days after the meeting; and further that anyone who shall hereafter engage in the newspaper business in Minnesota, becomes by that act, willy-nilly, a member of this association.

The country newspaper business in Minnesota has reached a point where everybody has to get out and help push, with no reserved seats for the "slackers." This big foreign advertising problem must be settled, and the more one digs into it the more one becomes convinced that the problem cannot be solved unless this association solves it, and this association cannot solve it unless every newspaper in the state is here represented. Then there is the local advertising problem to be solved, the propaganda for the formation of local ad clubs, the rendering to the country merchant the publicity service which he must have and is almost pitifully groping for now. These things and others are not things that are only desirable; they are vital to the progress of the progress of the profession, and in their accomplishment every editor of a Minnesota newspaper should have a part.

President J. C. Morrison
Tribune, Morris, Minn. See page 152 for Biography.

Already the association has undertaken a program of activities which present an almost staggering array of work to be done.

Getting in Touch With the Retailers.

The responsibility for the progress and prosperity of the country towns of Minnesota rests with the country merchants and the country editors of Minnesota, and the better each understands the work of the other, the better will be the results obtained both in personal profit and community usefulness.

In order to promote a better understanding, therefore, between the editor and the retailer, in order to give the merchant a characterization in proper perspective of the editor, the Minnesota Editorial Assciation through its officers essayed to place a speaker on the program of the annual meeting of each retail mercantile association. In their efforts the officers met with the heartiest response from the officers of the various associations, and the success of the effort already made shows that the furnishing of speakers at mercantile gatherings should become a regular feature of association work, and suggests that new fields of co-operation with these associations will be found.

Addresses have already been delivered by the president to the Minnesota Implement Dealers' Association, by Past President H. C. Hotaling to the Northwest Lumbermen's Association and by First Vice President H. M. Wheelock to the Minnesota Furniture Dealers' Association. Arrangements have already been made for addreses to the Retail Hardware Dealers' Association by Third Vice President A. O. Moreaux and to the Retail Jewelers' Association by Second Vice President Farley A. Dare. Through unfortunate and unavoidable circumstances there was a hitch in the arrangements and no speaker was provided for the annual meeting of the Minnesota Pharmaceutical Association, and the Retail Clothiers' Association, but co-operation another year is assured. Speakers are still to be provided for the convention of the Retail Grocers and General Merchants' Association to be held at Duluth next summer, and also for the state meeting of the Minnesota Bankers' Association, and perhaps for group meetings of the same.

This series of addresses and especially this new relationship which is being established with the mercantile associations and their members is so obviously to the direct advantage of the newspaper fraternity of the state that the editors should know that credit for originating the idea should be accorded to Mr. W. E. Verity of the Wadena Pioneer-Journal.

Through the courtesy of Mr. Frank Meyst, manager of the Western Newspaper Union and for many years a most useful member of our executive committee, each member of the Minnesota Editorial Association will receive an electro bearing the association design and the legend, "Member of the Minnesota Editorial Association." Our thanks are due to the donor, and the continuous publication of this electro in the papers representing the Association membership should be productive of increased membership in the Association, and a stimulus to further effort in the advancement of our chosen profession.

Newspaper Week.

In honor of the Jubilee year of the Association, the Newspaper week with which you are all familiar was undertaken and carried out during the week of October 10 to 16. The plan was that each newspaper should perform some special public service to the state that week, and while some editors were too busily engaged in conducting the county fair to do any other public service, yet the week was generally observed by the issuing of a special edition. It is quite impossible to say how many special editions were issued, for the reason that the papers of that week ranged all the way from book-paper, many-paged editions to the regular edition with only some special articles. Extra copies of those papers containing special articles on the state or localities within the state were sold in large numbers, and it is probable that over a million copies of Minnesota newspapers went out of the state that week. If the newspapers issuing special editions averaged eight pages of extra descriptive matter on Minnesota and her cities and counties, then the advertising donated to the state by the newspapers was worth $67,200 at the current periodical rates and double that at newspaper rates.

The movement was a grand success in all but the financial return which it brought to the publishers, and the question of whether or not special editions pay has since been discussed with special interest both in private and at editorial meetings. At current rates for advertising and subscriptions, special editions cannot possibly be made to pay, and the greater the number of pages or number of copies printed the greater the loss is sure to be. Special editions can be made to pay just as any other edition can be made to pay, for all that is necessary is to observe the ancient formula and equate the income and the outgo in such a way that a profit will result. The North Dakota editors observed a similar newspaper week and have decided to make it an annual feature, and it seems that Minnesota editors might also observe newspaper week each year, but I do not care to urge such a course if the cost of this state advertising is going to fall upon the already overburdened newspaper publisher. If it shall be generally understood that no publisher will get out any better edition than his community will pay for, then an annual newspaper week would be productive to great good.

The College of Journalism.

The University of Minnesota is going to have a College of Journalism and probably would have had one well under way today but for that misnamed legislative policy known as "economy," which at the last session laid its stifling hand upon every form of educational activity, whether rural school, high school, university or correctional institution.

But however disappointed we may be that the College of Journalism has not been more rapidly developed, we can at least express satisfaction with the manner in which it is being developed. We are interested in the manner in which students are to be trained, for one has but to look about this gathering to realize that the newspaper man of tomorrow will be a college man and preferably a College of Journalism man. No one is so foolish as to expect the university to turn out finished newspaper men any more than it turns out finished lawyers of finished doctors, but in Journalism as in everything else the university can give the student proper direction.

A mathematician is not an engineer, however necessary mathematics may be as one of the tools of the engineer; nor is a newspaper man a litterateur however necessary a knowledge of the correct use of the English language may be. The newspaper man of tomorrow must be a business man of vision capable of handling the greatest sales force in any community—advertising; he must be an accountant capable of obtaining a grasp of the details of the most complicated business in the country town—publishing; and he must be what he has heretobefore been, but in greater degree—the interpreter of community life both in its useful and in its political phases.

Whatever of Journalism the University is now teaching is largely confined to the technique of news and editorial writing, but the next development is going to be a pronounced step in furnishing the necessary business and industrial training which distinguishes the successful publisher, so that we may be assured that when the College of Journalism is fullly established, its graduates will go out not only fitted for service but equipped for success.

In due time also the university will undertake extension service to the present day publishers of the kind which is now being so successfully furnished by the University of Kansas and the University of Wisconsin, concerning which we shall hear more in the later sessions of this convention.

B. B. Herbert Was First Advocate of News Schools.

A plea for a school of journalism was made at the meeting of the Minnesota Editorial Association in 1884, just 31 years before instruction in newspaper-making was given in the University and almost twenty-five years before modern journalism teaching began in the United States. The plea for instruction in news-writing and typography was made by B. B. Herbert, now publisher of the National Printer-Journalist, Chicago.

It is probable that this was the first public advocation of instruction in practical journalism. Not later than 1875 a course for journalists was offered in Washington University, now Washington and Lee. In the 90's a New York school gave courses for men expecting to enter journalism, and in 1897 a department of journalism was in the catalogue of the University of Missouri.

Taught Only Related Subjects.

These schools gave instruction in history, English and political subjects—knowledge that an editor might need. Practical journalism instruction of the kind Mr. Herbert advocated was first given, in almost exactly the way he had suggested, in 1908.

Following is Mr. Herbert's statements regarding journalism schools:

Should Have Schools for Press.

"Our profession will be just what we may think of it and see in it, the gnarly cordwood, or a grand work of art, a painting whose price is beyond computation. I believe that the profession which is so far-reaching in its influence should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be schools of typography and journalism.

"Industrial schools are the crying want of our country. It is an age in which knowledge is power in every trade, and more practical power of that kind is needed. So far has invention advanced all our trades that a thorough, practical education is requisite to any degree of success, and no man can, as a rule, expect to be permanently and thoroughly successful in any calling which he does not understand in all its branches.

"At your last meeting you appointed a committee to consider and report on the subject of the purchase of a site, by the side of some one of Minnesota's beautiful lakes, as a summer resort of this association. It was in mind in planning the present meeting at this beautiful lake, that you should ascertain and know something of the advantages of such assembly grounds.

Advocates an "Editoria."

"If teachers and divines, students and theologians need a Chautauqua in New York and a Mahtomedi in Minnesota, the members of our profession can build and make successful an 'Editoria' in this grand Northwest. We do not need it alone as a summer resort, however. If the proposition is ever carried through, let it include the founding of such a school as I have suggested. I will give my share in the profits which have been so justly and ably computed by our honored historian and senior Minnesota editor. I would rather be one of the founders of such a school than the founder of a fortune.

"When we get such a school, let graduation thereat, some twenty years or more hence, so as not to bar out any of the present members, be made necessary to admission into this association. In the meantime, let us establish Institutes of Typography and Journalism in different portions of the state, where members of the profession and workers in 'the art preservative of all arts,' may get together to learn and improve from the knowledge, experience and practice of each other. An association with some such purpose was formed on the Hastings & Dakota railroad, last summer, and if kept up with monthly, bi-monthly or even quarterly meetings, it would prove a power for good beyond all computation."

ACCOUNTS OF SESSIONS AND FUNCTIONS AS TOLD BY MINNEAPOLIS AND ST. PAUL DAILIES.

(From St. Paul Dispatch, February 18.)

A larger membership, greater efficiency and more co-operation between the newspaper and the retail merchant, were keynotes of the Minnesota Editorial association meeting in Minneapolis Thursday.

"The membership of the association should by synonymous with the directory list," said President J. C. Morrison of Morris, at the efficiency supper given at the Agricultural College Thursday night. "We have so many problems to solve that can only be solved when every publisher is enrolled."

Efficiency and Co-operation Problems For State Editors at Their Jubilee

W.B MITCHELL OF ST.CLOUD IS A CHARTER MEMBER
E.C. HUNTINGTON OF ST. PAUL WHO ESTABLISHED THE WINDOM REPORTER
B.B. HERBERT OF THE NATIONAL PRINTER-JOURNALIST CHICAGO
J.C. MORRISON OF MORRIS MINNESOTA, PRESIDENT OF THE ASSOCIATION

Old Times Recalled.

B. B. Herbert, a pioneer Minnesota editor and father of the National Editorial association, was the first to indulge in reminiscences. He also recalled many of the pioneer editors and prominent men who used to welcome the association to St. Paul, including Governor Hubbard, Rev. Samuel G Smith, Mayor Prince, Senator Cushman K Davis and, others of that type.

The "efficiency supper" was "Just a Square Meal," the menu explained, but there was more than something to eat on the program. Prof, A. V. Storm, chief of the department of agricultural education, was managing editor, otherwise toastmaster.

President Vincent was down for an editorial. He said the modern editorial is brief, to the great relief of the reader. He asked the co-operation of the editors of the state in building up the university school of journalism and making it practical.

He proposed the editors each take a "cub" from the school for six months or a year and put him through the grind, as is done for students in architecture, mining engineering and agriculture.

Agricultural News Profitable.

Prof. Frank W. Beckman, editor, Iowa State College, Ames, made a plea for more agricultural news in the country papers. He proved by relating Iowa experiments that it pays financially, socially and from an economic standpoint.

Miss Mayor Brown sang, and the agricultural college quartette, consisting of H. Bartelt, Theo. Thorsen, H. C. Lende and William Peters, rendered several numbers. In conclusion the audience sang, "The Editors' Auld Lang Syne," by Mrs. Edith Brown Kirkwood.

Acting Mayor Platt B. Walker welcomed the visitors to Minneapolis in the afternoon. President Morrison responded briefly and read his annual address, which dealt altogether with affairs of the association and the business of publishing a country newspaper.

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Others reminiscent were E. Huntington, formerly of the Windom Reporter; G. S. Pease of the Anoka Union, Irving Todd of the Hastings Gazette and F. E. Du Toit of the Chaska Herald.

Captain H. A. Castle, historian of the association, who was to have read a historical sketch of the organization, was unable to be present on account of illness. His paper was read by Herman Roe of Northfield, secretary.

Founder of National Association Speaks.

(From the Minneapolis Journal, Feb. 17.)

"Father" B. B. Herbert of Chicago, founder and first president of the National Editorial Association, told the members of the Minnesota Editorial Association today how he also fathered the idea of schools and colleges of journalism, when he was president of the Minnesota Association in 1884. Mr. Herbert made the first suggestion in his annual address at the State Association meeting July 29, 1884, at St. Paul.

"Men should be as carefully educated for this as they are for any other profession," said Mr. Herbert. "There should be schools of typography and journalism." He developed the idea, showing how newspapers were handicapped by the inexperience of men who undertook to run them. Mr. Herbert the year before had launched the idea of a National Editorial Association, and with its beginning in Minnesota it was organized in February, 1884, at New Orleans. Mr. Herbert was the first president, and from that position of prominence he kept on pounding for the school of journalism idea.

Colleges from time to time put in courses adapted to the special needs of newspaper men, but the first practical school of journalism was started in 1908 at the University of Missouri. Here Herbert is proud of the idea's success and says the schools are only beginning to demonstrate their usefulness. "Graduates of the schools are doing splendid work," he said today, "and they are supplying a great need of the country weeklies as well as of the dailies."

Pioneer Editor Gives Successors Greeting.

Comrades and companions of the Grand Army of Minnesota Journalism; associates of a new generation and a new century in this splendid work; in the name of the survivors, confidently transmit to you the labors which they and their compeers have thus far advanced. With better facilities and higher opportunities, and richer encouragement, you succeed to the duties and rewards. That your success may be commensurate and these higher opportunities and richer rewards is our fervent prayer.

—Message from Captain Henry A. Castle for charter members of Minnesota Editorial Association, read at golden jubilee session.

Pioneers who helped to found the Minnesota Editorial Association back in 1867 were paid special honor today by the members of the lusty and growing organization of "thought moulders," who met at the Radisson Hotel. This session was made the "golden jubilee" and the program commemorating the event. Some of the right living charter members were in attendance, including Granville S. Pease, still the active publisher of the Anoka Union; W. B. Mitchel of St. Cloud, first secretary of the association, and Fred L. Smith of Minneapolis.

Henry A. Castle

St. Paul, Minn. A charter member and the Historian of Minnesota Editorial Association

Captain Henry A. Castle, one of the honored eight, is ill at his St. Paul home from an accident of two weeks ago, but since the accident he has dictated a historical sketch of the association, which was read today by Secretary Herman Roe.

Minneapolis Tribune, Feb. 17.

Granville S. Pease, owner and editor of the Anoka Union for nearly 50 years, gave his brother editors "a piece of his mind" yesterday. Mr. Pease spoke at the opening session of the Golden Jubilee meeting of the Minnesota Editorial Association, in the Radisson hotel. He waded into the brethren. * * *

"I have a grudge against a lot of you," Mr. Pease went on. "I have too many Minnesota papers coming to my desk without a line of editorial matter. You ought to be ashamed of yourselves. The editorial still is an essential to a newspaper. If you've got the brains to write editorials, why don't you use them?

"Despite the occasional Anokan who comes to me the day after the Union is out and says 'Please, was that story really true that you printed yesterday?' I know and you know that the public believes what it reads in the newspapers, believes it without question in nearly all cases. Because of this confidence we newspaper men wield immeasurable influence. We can do anything we desire to do. We have taken men from our number and elevated them to the highest positions in our state.

His Own Fault, Speaker Charges.

"I wish Minnesota newspapers would begin to realize their own importance. The newspaper man hasn't prospered in Minnesota in proportion to his deserts, and it is a good deal his own fault. He is deserving of the best there is in his community but he gets it too seldom because he doesn't insist on getting it. Who contributes more to the public welfare? Yet when you go into almost any Minnesota town and look about, what do you find? Do you find the newspaper office occupying the main corner in the business district? You do not. There is a bank there. Who owns the finest residence in the town? The newspaper editor? Not so, the president of the bank. Who owns the next best residence? The cashier of the bank.

"Quit doing the other fellow's work for less than a legitimate charge. There isn't a country paper in Minnesota that can afford to take advertising for less than 12½ cents an inch—I would almost say 15 cents an inch."

Then W. B. Mitchell of St. Cloud, charter member and president of the Editorial Association from 1870 to 1873, did some recalling of early days. He came to the state in 1858. "Newspaper conditions have changed since those days," he said. "You go into a country newspaper office in Minnesota now and you'll probably find the editor sitting in a revolving chair with his feet on the desk, dictating to a stenographer. An office assistant comes over with a bunch of checks, and the editor wafts him toward the bank to deposit them.

"My first newspaper office was a model of concentration. It had all departments in one room. The editor was his own 'devil.' He gathered the news and the ads, wrote editorials, set matter, made it up, put it through the press and hustled collections. Assuredly the newspaper profession has advanced in the last half century."

Charter Members "Reminisce."

Irving Todd of the Hastings Gazette, charter member, told of the meeting of editors in 1867 in an engine house in Jackson street, St. Paul, back of the Merchants hotel, at which the Minnesota Editorial Association was formed. Fred Smith of Minneapolis, one of the men at that meeting, also "reminisced" about his newspaper experiences in St. Anthony when it was larger than the Minneapolis of the west side of the river.

After the association had voted honorary membership to all living charter members, a copy of the first number of of the Falls Evening News, published in St. Anthony, September 28, 1857, was displayed, and Edwin Clark of Minneapolis, one of the publishers, related the history of that paper.

Welcomed By Platt Walker.

After the address of welcome by Platt B. Walker, acting mayor, Secretary Herman Roe of Northfield read a paper written by Capt. Henry A. Castle of St. Paul, another charter member, giving a historical sketch of the association. On motion of Frank Day of Fairmont, the association voted to send flowers and greetings to Captain Castle, who is confined to bed as a result of a recent accident.

President Morrison, in his address, indorsed the university's program for developing a department of journalism and urged a large attendance of Minnesota editors at the convention of the National Editorial Association in New York in June, as the Minnesota Association means to ask that body to meet here in 1917.

From the Minneapolis Evening Tribune, Feb. 18.

How the newspapers got the news in pioneer days in Minnesota and how they delivered it to their readers, furnished the theme of reminiscences related by "old timers" to the Minnesota Editorial Association at the opening session of its annual meeting in the Radisson hotel today.

Charter members of the association did the telling, men who had reported news and helped make it since the days before the war. Upwards of 400 state editors heard them tell it, many of them with their wives and not a few with their daughters. The meeting is the Golden Jubilee, celebrating the semi-centennial of the founding of the organization. * * *

Some of the old-timers couldn't come because of trouble almost at the last minute. Fred A. Du Toit of the Chaska Valley Herald was kept at home by a touch of grip. Capt. Henry A. Castle of St. Paul couldn't come to deliver in person his address on the history of the association, because a recent accident had laid him up for the time being. But Granville S. Pease of the Anoka Union was present, and Irving L. Smith of Minneapolis.

Mr. Mitchell Reminisces.

Mr. Mitchell did some reminiscing early in the day before the formal reminiscing of the program. He had come to St. Paul in 1858 on the steamboat "Cremona" five weeks out from Pittsburgh, he said. He found work in a printing office in St. Cloud, owned by his aunt, Mrs. Jake G. Swisshelm, and bought the Democrat there in 1863. He changed the name to the Journal. Later he bought the St. Cloud Press and merged the two into the Journal-Press.

"Of course, there weren't any railroads nor telegraph lines in Minnesota when I came," Mr. Mitchell said. "We got the news, though. Why, I recall that up in St. Cloud we published the report of the assassination of Lincoln within a week after it happened. A traveler brought it up from St. Paul with him.

No Railroads Then.

"We had no railroad connections with the Twin Cities those days, but we got the daily papers every day by stage. Every day a four-horse coach of the Burbank line made the trip between Minneapolis and St. Cloud, stopping at Monticello and several other places to change horses.

"On the whole we had pretty good service. I don't recall a single time when we had to get the paper out on brown paper, though we did come out occasionally with only half sections."

There are many women at the meeting, not only relatives of men members, but women editors, who are running Minnesota newspapers with a success that has speeded up their men rivals in every community where they held forth. First of all is Mrs. J. C. Morrison, the "first lady of the association," wife of its president, and destined, his brother editors say, to wield no small influence on the future of the Morris Tribune.

Cupid Gets Bachelor.

Up to a few weeks ago President Morrison had been known to the craft as "Bachelor Jim." However, it took Miss Edna Murphy of Madison, S. D., to cause him to lose that title and to take another member into the editorial family of his paper.

Mrs. G. E. Erickson of Spooner, Minn., who, with her husband, edits the Northern News, revealed today why she didn't hammer for suffrage in the columns of the News.

"There's no money in it," she said. "I am a suffragist, of course, but I never could see the sense of a woman's going around hollering her head off for suffrage when she has to go to a man when she wants a nickel.

No Place for Hobbies.

"I've discovered that the money coming to a country newspaper is from advertising and job printing, and giving the news that every one wants in your neighborhood. The country newspaper is no place for hobbies. Suffrage is bound to come, but there must be greater independence among women as regards men before we can look for it."

The Bride of the Convention

So Mrs. Erickson goes ahead promoting good roads and consolidated schools and clover and alfalfa, and lets the suffrage cause take care of itself.

Other Women Here.

Other women editors present include Mrs. Wilson of the Redwood Falls Gazette, Mrs. Marilla Stone of the Rush City Post, Mrs. Clara Fuller of Little Falls and Mrs. J. Bayrell of the Wheaton Footprints. Mrs. J. C. Hotaling, wife of the treasurer of the association, is not an editor herself, but Mr. Hotaling admits she has a lot to do with the policy of the Mapleton Enterprise. Mrs. Hotaling is the only woman in the country, it is said, who is on the program of the National Editorial Association for its meeting in New York in June.

H. M. Wheelock of Fergus Falls recalled this morning that his boyhood ambition had been to be a tramp printer. "I got over it," he remarked. "The tramp printer has practically disappeared from Minnesota. Country journalism has become pretty well established. The floater from town to town, from one newspaper office to another, is now the exception. Efficiency principles have driven him out."

DEAN OF JOURNALISTIC SCHOOL SAYS, "INTERESTS" ARE NO LONGER SERVED

"Sacred cows" have no place in a newspaper office, according to Merle Thorpe, dean of the department of journalism in the University of Kansas, who addressed the Minnesota Editorial Association at the Radisson Hotel today. Mr. Thorpe—"Dean" Thorpe, if you will—gave some views on the character of the efficient newspaper in a talk before his formal address, which was largely on the business side of journalism.

"I have worked on many newspapers in various parts of the country," Mr. Thorpe said, "and I have never been told to color a line of news. What I have been invariably told was to get all the news, everything, all sides, and put it into the story. Such papers as may have interests which are to be considered in the handling of a news story are the papers that are not successful.

Four Main Criticisms

"There are four main criticisms which people make who don't know anything about a newspaper. The first is that newspapers are careless in gathering and presenting news. They don't know that every newspaper spends wads of money with the sole intent of accuracy in everything it publishes.

"The second criticism is that the newspapers suppress important news. The modern newspaper 'suppresses' only that kind of news which harms the individual more than it helps the community or that is of no value to the community.

"Then there is the criticism of a conspiracy of advertisers to influence the news or editorial policy. Newspaper men know how ill-founded this is. So do advertisers.

So-called Yellow Journalism.

"Again, there is the criticism that the newspaper panders to the non-social instincts of its readers, resulting in so-called yellow journalism.

"People should discriminate between sensational journalism and yellow journalism. Both play on the emotions as contrasted with the conservative journal which appeals to the intellect first—but the sensational paper has a constructive motive in its method, the yellow paper has not.

"Billy Sunday is a good example of the sensational journal type. He muckrakes, he overemphasizes, he flays the church. He does the unusual. Ten per cent of us attack his motives, and the other ninety per cent accept him and lead better lives. Who shall judge him? So with the sensational newspaper."

Much to be Done

In his address to the editors on the relation between a state university's department of journalism and the state press, Mr. Thorpe held that much could be done by a university in training students for newspaper work, by giving them an understanding of organization and methods and directing their academic study along lines that might prove of most use in practical journalism—sociology, economics, political history and so on.

The editors, however, had asked him to tell them about the work of the Kansas department was doing on the business side of journalism. They had heard of its practice of furnishing an efficiency expert to serve papers of the state, diagnose their ills of management and operation, and suggest remedial treatment. Also, they had heard of its working out of a plan whereby the advertisers of any community may be organized around the newspaper, using it as the central agency and clearing house, not only for publicity, but for planning of merchandising programs in general.

Writes Out Prescription.

So Mr. Thorpe dwelt on these subjects. He told them that Kansas had a newspaper diagnotician who could walk into a country newspaper office, run through a ledger, feel the pulse of the circulation, thump around the advertising rates a little, put a thermometer to the editorial gumption, glance through the latest edition of the paper itself, ask a few questions about the community—and then write out a prescription.

"There is too much hand and leg work to the average country newspaperman's job," Mr. Thorpe said. "About 90 per cent of this time is taken up in sticking type and kicking a press, when he ought to be spending it in using his brain, in intelligent development of the interests of his customers and his community.

Professor Merle Thorpe
School of Journalism, Lawrence, Kansas

Organize Around Editor.

"Local advertisers, the merchants of the town, should organize around the editor and by coöperative effort reduce his routine to a minimum. The commercial organization of the town should aid in bringing about coöperation. Study of community needs and of the best ways to meet them through the stores should be a field for the editor. Industrial research should take the place of hand and foot work."

Mrs. Edith Brown Kirkwood, speaking of a woman's page in the country newspaper, admitted that she saw no real reason for a woman's page any more than for a man's page, because it was impossible to classify and segregate news on a sex basis. "However, if you must have one," she said, "there are certain kinds of material that may well go into it, and other kinds that ought to be excluded."

[From the Pioneer Press, February 19]

"You can't make your paper the success you would have it unless you make it so good and clean that your subscribers will regard it practically as a member of the family," was a remark by Merle Thorpe, head of the department of journalism of the University of Kansas, which drew loud applause from the delegates attending the Minnesota Editorial Association's Annual Convention in Minneapolis yesterday afternoon.

Value as Advertising Medium.

The point of the argument was that a paper to be worth anything as an advertising medium must be of the kind that subscribers watch for impatiently and welcome eagerly.

The editors received a lot of advice regarding the conduct of their business yesterday, and they took it all in good part.

To Debate Appropriation.

The proposition to appropriate $5,000 for the preliminary expenses in the establishment of a central advertising bureau was taken under consideration for further debate.

The committee appointed to solve the foreign advertising problem insisted that further talk was useless unless the editors were ready to act and act vigorously, but the members of the association want to know what they are doing.

Central Bureau Idea Appeals.

The central bureau appeals to them as all right provided they can associate together enough publishers who will make a common rate that is fair both to the advertiser and the publisher.

Five Hundred at Banquet.

Five hundred guests at the annual banquet last night arose and gave Governor Burnquist an ovation, as he took the platform to greet them on behalf of the state.

Complimented by Governor.

The Governor voiced his appreciation and complimented the newspaper men on the progress that has been made in the conduct of the newspaper as well as in the mchanical equipment and typographical appearance during the past fifty years.

Abuse Thing of the Past.

"There is no doubt," said the Governor, "that the freedom of the press was greatly abused in the past. Men in public life were abused and slandered in pure wantonness at times. That sort of thing has passed away. The editors of the present day have a higher conception of their duty.

Helpful Criticism Welcomed.

"On the other hand, it should be said that a right-minded public man welcomes criticism that is helpful. He welcomes suggestions that may aid him in solving the problems that vex him. Nothing is more helpful to the public official and the state than that kind of criticism. We may all agree with Jefferson, who said that he would rather live with newspapers and without government than with government, but without newspapers.

"The newspapers of Minnesota have accomplished much in advancing the interests of the state, and in aiding in its development."

Bright Lights from Records.

Herman Roe, secretary of the association, followed Governor Burnquist. He brought out some bright lights from the records of past meetings of the association, quoting from some of the humorous observations of the late H. P. Hall.

Dowling Tells Descent.

Jens Grondahl of Red Wing was toastmaster at this banquet, as he was at the banquet in St. Paul a year ago. He asked M. J. Dowling of Olivia how it came about that a newspaper man descended to the banking business.

Dowling told as much as he pleased, and omitted what he saw fit in telling the newspaper men how they may become bankers.

Advocates Preparedness.

"National prepardness should be advocated by every editor and by every patriotic citizen," said Mr. Dowling. "Especially should the foreign-born citizens of America be in favor of preparedness.

"We should have an army so strong and a nation so powerful that no foreign foe would ever dare attempt to set foot on our shores."

Chance to Obtain National Meet.

Father B. B. Herbert of Chicago talked on the possibility of obtaining the national editorial convention for the Twin Cities in 1917. Mr. Herbert thought the chances good.

Prof. W. P. Kirkwood talked of the University of Minnesota School of Journalism. Frank Meyst and W. B. Chamberlain of Minneapolis also spoke.

[From the St. Paul Daily News, February 19]

Politics and preparedness, problems of the country press and reminiscences were touched upon at the crowning affair of the golden jubilee convention, a banquet and social session staged in the roof garden of the Radisson Hotel last night by the State Editors' Association.

Herman Roe
Secretary Minnesota Editorial Association.
For Biography, see page 160

Jens K. Grondahl of the Red Wing Republican was toastmaster. He said that after spending most of his life in the newspaper business a publisher should have something besides an unpressed suit and a frayed collar. He believed that the time was coming when an editor could drive his own automobile and have a share of stock in the bank.

Governor Burnquist, the first speaker, deplored the fact that the personality had been eliminated from the city press, and rejoiced because the country editors still made theirs felt through their papers. He held the press responsible for some of the best legislation passed.

Herman Roe of Northfield, reading from the secretary's record, alluded to one of the sessions of the editorial association in 1870, when a barrel of beer was the chief entertainment facility.

Mitchell Tribute.

A tribute to William B. Mitchell of St. Cloud, one of the charter members of the organization, was loudly cheered. Mr. Mitchell was the first secretary of the association.

Col. B. B. Herbert, for more than thirty years editor of the Red Wing Republican, was cheered loudly. A speech by him when President of the state association resulted in the formation of the national association, it is said.

Charles M. Andrist, secretary to Gov. Burnquist, declared that he had a grudge, caused chiefly because at times when he had heard the call to public service he had found the editors unresponsive.

M. J. Dowling of Olivia, a banker, attacked a national problem.

"Be prepared to throw out of our borders everybody who is not a real American," he exclaimed, forcibly. "We want a fleet and armies enough to keep foreign invaders from our soil." This sentiment was widely cheered and applauded.

An orchestra and women's quartet furnished musical entertainment during the progress of the banquet. Miss Ida Marvick of Denver sang a number of solos. Mrs. Roe accompanied her on the piano. J. A. Carlson of Minneapolis gave several bagpipe selections, while Miss Emslie danced the highland fling. Both were in Scotch attire. Pete Raymond of the Bainbridge players told a number of character stories.

[From Minneapolis Tribune, February 20]

Harry M. Wheelock of Wheelock's Weekly, Fergus Falls, was elected president of the Minnesota Editorial Association in its closing session at the Radisson Hotel yesterday.

F. E. Hadley of the Winnebago Enterprise was elected first vice-president. Farley A. Dare of the Walker Pilot and A. O. Moreaux of the Luverne Herald were re-elected second and third vice-presidents, respectively. H. C. Hotaling of the Mapleton Enterprise and Herman Roe of the Northfield News were re-elected treasurer and secretary, respectively.

A committee of seven was named to act for the association in effecting its desire to have the National Editorial Association meet in Minneapolis in 1917. Members are H. C. Hotaling, W. R. Hodges of the Sleepy Eye Herald-Dispatch, S. H. Bingham of the Duluth Herald, George Ericson of the Northern News, Spooner; F. J. Meytst of the Western Newspaper Union, Minneapolis; A. G. Rutledge, secretary of the Northern Minnesota Editorial Association, and P. J. Vasaly of the Little Falls Herald. The Civic and Commerce Association is to appoint a committee representative of various Minneapolis organizations interested in having the national editors come here, and the editorial association designated Mr. Meyst to represent it on this committee.

Primary Law Rapped.

Amendment of the primary election law of the state to attract to public life an increasingly high quality of men, and greater efficiency and economy in the administration of government by avoiding unnecessary duplication of public offices were recommendations contained in the resolution passed in its final form by the resolutions committee yesterday afternoon.

"This association views with alarm," the resolution reads, "the rapidly increasing cost of government both in state and nation, and believes that the increase can be traced directly to an unnecessary duplication of the functions and instrumentalities of government, created by men who place personal ambition above the public good.

"We believe it time to call a halt and return to the saner and more economical days of our fathers. In recommending retrenchment in public expenditures we are not unmindful of the fact that the ax can be applied only to cut away the useless excrescenes which have fastened themselves upon the body politic. We believe that the election laws of the state should be so amended as to attract to the service of the commonwealth men of the highest ability, honor and integrity, and that public office always be looked upon as a public trust."

Plea Made for Unity.

In a plea for unity and the doing away with "any sectional jealousy and prejudice which may now exist," the committee urged on the press of the state the advisability of boosting for every part of Minnesota. In this connection it submitted a resolution in support of the proposed amendment to the state constitution providing for a $250,000 fund for development of state school and swamp land.

Northern Minnesota was recognized again in a recommendation to the State Highways Commission that the Jefferson highway be extended to the Canadian boundary.

After having "viewed with alarm," the resolutions did not neglect to "point with pride." The object of this was the Dunn good roads law. "We believe that good roads are the greatest possible aid in the development of the resources and possibilities of any country," the section ran. "A continuation of the present liberal road policy of the state is of vital importance. We congratulate ourselves that the author of the present roads law of Minnesota is one of the most distinguished members of this association."

It was voted to request the University to make a survey of the publishing industry of the state, and the association pledged itself to subscribe funds to make such a survey possible. It is understood that this resolution looked ahead to possible establishment of a central agency to deal with the subject of "foreign" advertising and other subjects that could best be handled cooperatively.

Indorsement was given to the protest of the Minnesota Retail Furniture Dealers' Association against granting free space and privileges at the state fair to out-of-state mail order houses.

Mail Order Attack Approved.

A new method of attacking mail order house competition was approved in this resolution: "Speakers representing the editorial association have been assigned to and have appeared before and addressed a majority of the state associations of the various retail dealers at their annual conventions. The subject of these addresses was the relation of the country editor and the retail merchant. The purpose of the movement is to show clearly that in the tremendous struggle against the mail order houses the local newspapers of the state are their most useful and available allies. We recommend that the work be continued."

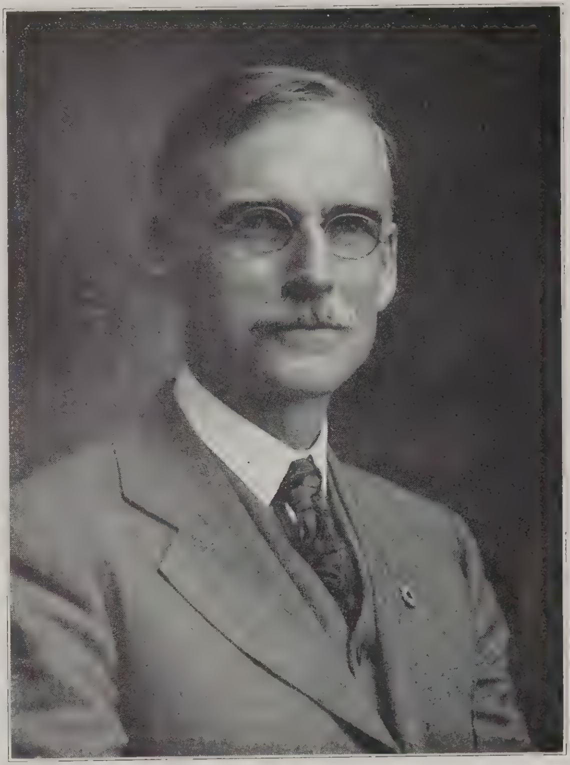
For the first time in years, according to members of the association, the resolution as presented contained no indorsement of woman suffrage. "We have repeatedly expressed our belief in that cause," one member of the committee explained, on the side, "but such expression really is out of place in resolutions of the organization. We decided to drop it this year."

* * *

H. M. WHEELOCK.

New President of Minnesota Editorial Association.

Mr. Wheelock was born in Fredonia, New York, in 1859, and was an "amateur" editor twelve years later. He soon graduated into the regular printing office, beginning his trade under Louis McKinstry, who is still editor of the Fredonia Censor. In 1879 he was in the employ of B. B. Herbert in the Red Wing, Minn., Republican office—"a good and kindly man'" writes Mr. Wheelock, "and the only man who ever fired me; and it did me no end of good. I have been his friend ever since." Later, on the St. Paul Globe, under the late H. P. Hall, he filled positions all the way from "cub" to night editor. In 1882 he went to Fergus Falls, Minn., to assist in establishing the first daily newspaper of that growing town. For eleven years he was city man on the Fergus Falls Journal under A. J. Underwood, an old-time editor. In 1895 he started the paper in Fergus Falls of which he is still editor,—Wheelock's Weekly—the name coming as the result of a contest for a title, which created an almost nation-wide interest at the time; but he says the name is a mistake, as being unnecessarily personal and not lending itself easily to the changes which time brings. Wheelock's Weekly is well established and prosperous. The National Printer-Journalist has taken occasion several times to point out its distinctive features and good workmanship. Its editor is a strong believer in country correspondence as a bring-



H. M. Wheelock
New President Editorial Association, Fergus Falls, Minn.

er and holder of subscribers. It maintains a staff of over fifty rural writers, who are paid at the rate of $1 a column for their work, and its foothold in the sixty-two townships of Ottter Tail County, in which it is published, is a firm one. Mr. Wheelock married Alice Josephone Wheelock in St. Paul in 1882. He writes: "Her help and comradeship have been mine ever since, and she has done what could be done toward the making of a decent fellow out of a dough-head." Mr. Wheelock is postmaster of Fergus Falls. He is a Democrat in politics, which hints of the total lack of patisanship in the Minnesota Editorial Association, in which there are three Republicans to every Democrat.

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PLANNING FOR 1917 CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

(From the Minneapolis Morning Tribune, February 19.)

Minneapolis and Minnesota will display their best summer attractions to the editors of the nation next year if plans of the Minnesota Editorial Association and of the Minneapolis Civic and Commerce Association are realized; the "See Minnesota" injunction will be popularized from coast to coast.

H. A. Hotaling

Treasurer Minnesota Editorial Association. See page 160 for Biography

It is purposed to have committees carrying invitations from both organizations and from Governor Burnquist, the immigration department and other state agencies, advance upon the National Editorial Association in convention in New York next June and convince it that it should meet in Minneapolis in 1917.

The state editors before ending their annual meeting here today will appoint a committee for that purpose while the conventions committee of the Civic and Commerce Association, L. F. Blyler, chairman, will represent that body. The latter committee held conference yesterday with members of the editorial association at which it was decided to go after the convention.

Whole State to Be Host.

If the national association accepts the invitation, not Minneapolis alone, but all Minnesota, will be host, according to the program already in mind. National publicity for city and state will be given in newspapers in every part of the country. "Minnesota, the summer resort state!" will become a national obsession.

Distinction in entertainment is contemplated. The conventional practice of giving a banquet to the visitors will be passed up, because any other city can give a banquet.

Outdoor entertainment of a kind to emphasize Minneapolis' lakes and parks will be provided, and then, to show that all Minnesota in summer is but a succession of lakes and parks, an excursion is in prospect—a real one.

The excursion, as planned, will take the thousand or more visitors by special trains through the Lake Park region of the state, the Red river valley, by steamer up the boundary waters, and then by train down through the iron country to Duluth.

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UNIVERSITY OF WISCONSIN

Girls in Course in Journalism edit Leap Year Edition of Wisconsin Journal—Students and Graduates Get Newspaper Positions.

Thirty young women students in the Course in Journalism at the University of Wisconsin got out the "Leap Year" edition of the Wisconsin State Journal on February 29. Besides going out on all the regular news runs, they edited all copy, wrote heads, prepared special feature articles, and wrote editorials. No attempt was made to make it a special woman's edition but rather to get out a paper as nearly as possible like the regular editions. So well did the girls do their work that had it not been for the announcement of the fact that they had edited the paper, subscribers and readers would not have known that any but the regular staff of men had edited the edition.

Edward A. Krueger who has graduated from the University of Wisconsin in 1914 and who has been with the City Press Association in Chicago, has accepted a position on the editorial staff of Popular Mechanics.

Marvin W. Wallach, a student in journalism at the University of Wisconsin has left the university to take a place on the Sheboygan (Wis.) Press.

Stephen E. Perrine, a graduate of the Course in Journalism in the class of 1915, is reporting on the Racine (Wis.) Journal-News.

Will C. Hyde, a former journalism student of the University of Wisconsin, is acting city editor of the Fond du Lac (Wis.) Reporter.

R. G. Lee, field man for cost accounting and advertising survey work at the University of Wisconsin, addressed the winter meeting of the Central Wisconsin Press Association on March 4 at Nielsville, Wis.

E. M. Pittenger, who has just completed his course at the University of Wisconsin has accepted a position on the Gary (Ind.) Tribune.

H. H. Bliss, business manager of the Janesville Gazette and secretary of the Wisconsin Daily League, addressed the students in the Course in Journalism at the University of Wisconsin on "Business Management".

Thirty-first Convention National Editorial Association.

New York City, June 19 to 22; New Jersey, June 23; Boston, June 24-25; Philadelphia, in attendance on Convention of Associated Clubs of tne World, June 26-30.

New York City, March 8.—The following program has been announced for the National Editorial Association which convenes in this city on June 19, 1916:—

MONDAY, JUNE 19

9:30 A. M. Opening Session. Welcoming addresses by Honorable John Purroy Mitchel, Mayor of New York City; Chas. H. Betts, publisher Republican, Lyons, N. Y., president New York State Press Association; H. L. Bridgman, publisher Brooklyn Standard Union, chairman of Publishers' Association of New York City; Edward Percy Howard, president New York Press Club; John Clyde Oswald, editor American Printer. Response by Hon. Joe Mitchell Chapple, of Boston, editor National Magazine.

President's Annual Address, by Lee J. Rountree, Georgetown, Texas, President National Editorial Association.

2:30 P. M. Addresses and discussions.

8:00 P. M. Reception at Pulitzer School of Journalism, Columbia University.

TUESDAY, JUNE 20

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to New York Times and inspection of its offices and plant.

2:30 P. M. Addresses and discussions.

8:15 P. M. Theatres.

WEDNESDAY, JUNE 21

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to a magazine-producing plant.

2:30 P. M. Closing session and election of officers.

6:30 P. M. Banquet at Hotel McAlpin.

THURSDAY, JUNE 22

9:30 A. M. Sight-seeing boat trip around New York Bay as guests of the City of New York. Exhibition drill by fire patrol boards. Visit to Brooklyn Navy Yard.

1:00 P. M. Luncheon at the factory of the Mergenthaler Linotype Company, immediately opposite the Navy Yard, and ride through Brooklyn's park system to Coney Island in sight-seeing automobiles as guests of the Mergenthaler Linotype Company.

Afternoon and evening, sea bathing and visits to Coney Island's attractions.

FRIDAY, JUNE 23

Visit to New Jersey coast resorts, with possibly a call on President Woodrow Wilson at his summer home in Long Branch.

SATURDAY, JUNE 24

Visit to Boston as guests of the city.

SUNDAY, JUNE 25

Visit to Boston.

MONDAY, JUNE 26, TO FRIDAY, JUNE 30

At Philadelphia, in attendance at the annual convention of the Associated Advertising Clubs of the World.

Georgetown, Texas, March 8.—President Lee J. Rountree gives out the following tentative literary program of the National Editorial Association in New York City:

Paper, Mrs. Geo. E. Hosmer, Denver, Colorado.

Address—John A. Sleicher, editor Leslie's Weekly, New York.

Address—Hon. Melville Stone, Manager Associated Press, New York City.

Address—Hon. John Temple Graves, of Washington, New York American.

"The Trade Journals"—William H. Ukers, editor Tea and Coffee Journal, New York.

Report of Legislative Committee—Geo. E. Hosmer, Denver, Colorado, Chairman.

Report of Memorial Committee: B. B. Herbert, of Chicago, Founder and first President of National Editorial Association, Editor National Printer-Journalist, Chairman.

Address—Hon. Louis C. Cramton, Lapeer, Michigan, Clarion.

Historical Address—Hon. A. O. Bunnell, of Dansville, N. Y., Advertiser, formerly president National Editorial Association.

Address—Hon. Josephus Daniels, Secretary of the Navy, Washington, D. C.

"The Women and the Newspapers," Mrs. H. C. Hotaling, Mapleton, Minn.

Address—Hon. Walter Williams, of Columbia, Mo., president of the World's Press Congress.

"The Influence of Schools of Journalism upon American Literature"—Hon. Will H. Mayes, dean of the Texas School of Journalism.

"The Relation of the Press to Improved Highways"—Homer D. Wade, of Texas.

Address—Hon. Courtland Smith, president of the American Press Association, New York.

Address—Hon. Dietrick Lamade, editor Grit, Williamsport, Pa.

"The Country Weekly Newspaper, How I built up and maintained a circulation of 5,000 in a county of 16,800 people with six competitive newspapers"—Geo. W. Waggenseller, editor Port, Meddleburg, Pa.

"Interior and Metropolitan Dailies"—Facts and Theories Tested by Experience"—Hon. Adolph S. Ochs, publisher New York Times.

"Advertising," Mr. William C. D'Arcy, of St. Louis, president of the D'Arcy Advertising Association.

Addrresses—John Redmond, editor Burlington (Kansas) Republican, and Alonzo D. Moffet, Elwood (Indiana) Review.

"Some Observations on the Way from an Interior to a Metropolitan Daily"

The following letter to the editor will be of especial interest to all who heard or have read Publisher Och's St. Paul address delivered twenty-five years ago:

The New York Times, Times Square.
January 20, 1916.

My Dear Mr. Herbert:

I have your letter of the 18th inst.

With respect to the subject of my address, I purpose reviewing my St. Paul address on the Interior Daily in the light of my twenty-five years experience since I delivered it, so my subject should be something like this:

"Some Observations on the Way from an Interior to a Metropolitan Daily."

Yours very truly,
ADOLPH S. OCHS.

The occasion will be a silver anniversary to Mr. Ochs and to all who attended the Sixth National Editorial Convention.

EL CENTRO PROGRESS

Imperial Irrigation District Edition

ALL members of the National Editorial Association who journeyed to the Convention of 1915, on the three special trains over the Santa Fe R. R., skirting, en route, and passing through the northern edge of Imperial Valley, will be especially interested in the Irrigation Edition of the El Centro Progress. All others will be edified and informed, as well, by the accounts of the wonderful progress made and the opportunities offered by this great, new region, as shown in text and illustration on the fifty-four great pages of this morning daily, in a city where there was only a field of barley ten years ago.

The region is devoted to cotton and fruit growing, live stock raising and dairying. Irrigation is the source of the new productiveness, growth and prosperity, and the first page of this special issue, on February 27, 1916, is devoted to portraits of the officers and directors of the Imperial Irrigation District, with the statement of the facts with regard to the transfer of the Irrigation System, on February 23rd, to the people, for three million dollars in bonds, with Chief Engineer C. R. Rockwood in control of the operation of the system for the people. The portraits of the officers and directors, twelve in number, show a splendidly typical group of intelligent, enterprising Americans. Among the names are such as are known and honored in all sections of the Nation: Hamilton, Conkling, Berry, Bennett. McBride, Ferguson, Rockwood, Madden.

The Progress says, in brief: "The transfer of the water system from private to public ownership is the most important event that ever befell the rich Imperial Valley. To commemorate this event this issue is dedicated.

"Thus the people are squared away for the task of administering their own water affairs and it means the beginning of a new era, one of magnificent advance in all lines of business, especially that of farming.

"These pages are prepared for the dissemination of facts about Imperial valley and to this end the publishers commend all who are seeking a place in the California sunshine to carefully read and digest the facts here presented."

In speaking of this great irrigation project, Engineer Rockwood states:

"Below the Needles I estimate that 1,700,000 acres may eventually require water, 200,000 acres of which is above the Laguna Dam, and 1,500,000 acres below. I divide the area below the Laguna Dam as follows:

Yuma Project	100,000 acres
Imperial Valley	700,000 acres
Lower California	500,000 acres
Sonora Mesa	200,000 acres

In treating of this great engineer's life-work, Otis B. Tout writes:

"To Charles Robinson Rockwood, more than to any other one man, Imperial valley owes its being. Almost every plan, from the beginning of the Imperial Irrigation Project, was first of his origination. His untiring efforts to carry out these plans; his unceasing hammering away; his unswerving devotion to one great idea during the earlier years of this valley's history resulted in the establishment of the final belief that the Colorado desert could be watered by a gravity flow from the Colorado river. . . . .

"On account of the tenacity that he exhibited between the years of 1892 and 1902 and his untiring efforts to get capital enlisted in the development of this valley he was called a "dreamer" but this was a misnomer. He was a "seer," as Harold Bell Wright depicts him in the book, "The Winning of Barbara Worth," for he foresaw with a scientific, engineering brain the result of the simple application of water to the desert soil. . . . .

"Thus, after twenty-three years, the man who originally planned the watering of the desert; he who had seen his work reviled and his name slandered for faults not his own; he who had seen almost a hundred millions in wealth created from his idea; he who had seen forty-thousand people divide the land that he first surveyed—he was called to the position that would enable him to finish the work that he had started. Seldom, in real life, do we run into an example of such poetic justice."

The growth, under the new conditions, seems to be so great that to quote any available governmental or newspaper directory statistics seems futile. A doubling every year would seem to be, up to the present, the nearest safe way of indicating the wonderful growth.

This issue of the Progress gives some idea of the rapid development in the following with regard to El Centro:

"When the newcomer is informed that where the county's largest city now stands ten years ago was a barley field and that the half section of land immediately west of the city was filed on as government land since the town was laid out he is inclined to wonder at the creation of an assessed valuation of $3,683,433 that has taken place since 1906. The actual values, of course, would run well over $7,000,000.

"To make this growth the population has increased from zero to 6,000, this figure being reached a year ago by an official census taken by the Elks and o. k.ed by the city trustees. Since that time a substantial increase in residents has been added.

"El Centro's final stability was assured when the voters of this section selected it as county seat when the county was created in 1907. It was named El Centro on account of being centrally located in the irrigated section north of the international boundary line."

The following statements, authenticated by the Imperial Valley Chamber of Commerce, give some idea of equally rapid development throughout the whole region and the one source of the same:

Total production in 1915 exceeded $15,000,000.

Valuation of valley in 1915 increased $8,500,000.

Property valuation of valley estimated by assessor at $66,000,000

Population of valley, 40,000.

Water at present available from Colorado river sufficient to irigate 1,200,000 acres.

Water rate cheapest in United States.

Cotton acreage in 1915, 40,000 acres to be added for cotton production in 1916.

The subjects treated in this issue are highly educative, in themselves and suggest how numerous are the fields for service for promotive work and for assistance in organization and betterment, open to newspapers in all parts of the United States. There are seventy different general subjects treated by an equal number of writers. Among these topics are the following: "State Experimental Farm"; "The Farm Assembly Idea"; "Insect Control"; "The Farm Bureau"; "Schools are Modern-County System"; "The Cities and Towns of the Valley"; "Coöperative Marketing"; "The Value of Silos"; "Rural Credits"; "Home Craft"; "The Consumer's

Dollar"; "Social Life on the Farm"; "Woman's Ten Thousand Club"; "El Centro Imperial Sewer System"; "Financial Outlook for the Valley."

There are one hundred and seven pictures and also an "Auto Section." There are separate articles on the culture of fruits, grains, different vegetables, and grasses; on the value of silos and dairy sanitation.

The half cannot be told here, but enough has been given to suggest how boundless are the opportunities of service by the live newspapers.

An article on, "Imperial Valley Water Supply" is greatly entertaining and informing. There is an article under the caption, "The Cities and Towns of the Valley" with the subheads, "We dream of Towers and Castles and We'll Get Them," and the article proves that it is not all a dream but that realization is already at hand, while the sure promise for greater things is fully proven. A page is very properly devoted to "The Progress, Imperial Valley's Leading Paper," and to a generous notice of the esteemed contemporaries under the heading, "All the Rest Live Ones, Too." The article as to the Progress starts out with the following bit of sound newspaper philosophy, "A newspaper that always gives the very best and most that it can, to both advertisers and subscribers, for the money that it receives from them, will succeed. That's the Progress."

The Progress, Imperial Valley's Leading Paper

Alive to the Interests of all the Valley

A Live Newspaper

All the Rest are Live Ones, Too

EL CENTRO PROGRESS

HOLTVILLE TRIBUNE

Imperial Enterprise

CALEXICO CHRONICLE

THE BRAWLEY NEWS

NILAND REVIEW

SEELEY SENTINEL

LABOR MONITOR

The Brawley Star

This irrigation number proves that the Progress makes good and then some. In speaking of the other "live ones," the opening paragraph contains the well-established fact: "No greater factor in the development of a new country exists than the newspaper." Then follow the grateful and complimentary statement: "From the first day that people began to come into Imperial Valley the newspapers have had their influence."

The El Centro Progress was started as a weekly paper in February, 1912, and in October of the same year, it was made a morning daily. The paper is independent but not neutral. It stands for home interests first and claims to "Cover Imperial Valley like the sunshine." It gives great credit to the loyalty and zeal to its splendid force of real workers. It has constantly added new machinery and carries a pay roll of $1,400 per month. The reproduction of one page, shown herewith, gives some idea of the make-up of the pages.

The Progress issues a special edition every year and the editor states that:

"There is a custom in the progress office of using the same expression every time one of these special editions is published:

"'The land of our choice cannot be too loyally served, her beauty and her worth cannot be too highly extolled'."

No important, signal event affecting home interests is neglected or slighted.

We notice that the farm articles in this issue are the papers read by experts at a recent "Farm Assembly." The editor who neglects to make the most of meetings for the promotion, improvement, or betterment, of agriculture, trade, transportation, schools, local government, or any other interest that bears upon the welfare of the people, commits a crime against the laws of service obligatory upon every American newspaper, worthy the name, and throws away a golden opportunity. The Progress is conducted by a corporation and the names of those occupying the principal places of direction and management are given at the head of the editorial page as follows:

Otis B. Tout, President and Managing Editor
Mrs. O. B. Tout, Secretary-Treasurer
Don C. Bitler, City Editor
W. A. Berneker, Mechanical Superintendent

* * *

HENRY W. COZZENS

Now Assistant to the President of the Intertype Corporation

Henry W. Cozzens, of New York, has been long and favorably known throughout all printerdom. He was for many years connected with the old Campbell Printing Press and Manufacturing Company in both the selling and advertising departments. During six years of this period, he was manager of its Chicago office, handling the sale of Century Presses and Autoplates.

He left the Campbell Company on May 1, 1906, at the time they discontinued the building and sale of the Century Press.

For a short time in fall of 1906 he was manager of the New York branch of the United Printing Machinery Company, and resigned this position to become manager of the New York Sales Department of the Mergenthaler Linotype Company. This was December 10, 1906.

He was with the Mergenthaler Linotype Company for nine years and during the first four years of that period also directed all of the advertising and this included the originating and carrying through of the $1,500 prize contest for newspaper "ads" set on the Linotype and the $5,000 contest among the master printers for job and book and catalog work, set on the Linotype.

He passed the summer of 1913 in Europe, with the English Linotype Company, comparing selling and advertising methods.

He has naturally formed a wide acquaintance among the printers and publishers throughout the Atlantic Coast States, among whom he numbers many personal friends.

He has now accepted the important position of Assistant to President Charles D. Palmer of the Intertype Corporation, at the General Office and Factory, foot of Montague St., Borough of Brooklyn, New York, N. Y.

WORTHY PLANS FOR SCHOOL OF JOURNALISM.

MINNESOTA has been a little behind other states in the establishing a complete department or School of Journalism, but now proposes not only to take highest rank among the best in comprehensiveness and direct practical character and usefulness of the courses of instruction and in the actual newspaper work in pratical ways, but in broad usefulness to the present newspapers of the North Star State, as is very fully shown by the following article published in the Minnesota Daily, the University's regular publications, now in its seventeenth volume, in its issue of February 17th:

Plans for the early and large development of the work in Journalism at the University of Minnesota are rapidly taking shape. These plans call for:

A series of courses as complete as that offered by any university in the country.

Comprehensive laboratory practice in connection with The Minnesota Daily.

The correlation of lecture courses and laboratory practice with the work of other departments of the University.

A practical and profitable service bureau, which will place the whole machinery of the department at the disposal of the press of the state.

An annual short course in journalism, which will be known as "Journalism Week," and be open to the editors of the state and of the Northwest.

An information bureau which will make available to the press and people of the state the stores of knowledge which the University is increasing by research and is trying in numerous ways to disseminate.

It will take time to bring about a complete development of the system which the administration has in mind, but if no serious obstacles present themselves, the department should be in complete working order within the next two or three years. In the meantime, courses will be offered as they are demanded by students who are looking forward to newspaper careers.

Present Course Practical.

Already the original course in news-gathering and news-writing, offered last year, has been added to. A course in newspaper principles was offered during the first half of the present school year. This has been supplemented with a course in news-gathering and reporting, a laboratory course in which the students give nine hours a week to reporting for The Minnesota Daily, under the direction of an experienced editor and copy-reader. In addition, for the benefit of several members of the class in news-gathering and reporting who expect to complete their university courses this year, is offered a course in newspaper administration as applied to rural journalism. Furthermore, for the students of the College of Agriculture who expect to become leaders in rural communities as agricultural instructors in high schools, agricultural college professors, or county agents, is offered a course in agricultural journalism, looking to the preparation of copy for the rural press, for farm journals, for scientific journals, and for bulletin publication.

Courses to be Added Next Year.

Five additional courses will be offered next year. These are:

History of journalism.

Principles of journalism.

Copy-reading and headline-writing.

Editorial-writing.

The use of reference books.

The student taking these courses in connection with regular courses offered by the College of Science, Literature and the Arts in history, sociology, economics, political science and so on, will be ready for advanced work, which, according to present plans, will be offered the year following.

The courses offered this year and planned for next year do not neglect problems of advertising, circulation, circulation building, job printing and cost accounting. These come in the present course in newspaper administration. As the department develops, however, advertising, the art of printing and cost accounting will be more comprehensively treated. Special article writing, newspaper administration and newspaper jurisdiction will be added still later.

Students to Learn by Doing.

All of this work will include much laboratory practice,—actual newspaper-making. The Minnesota Daily will be the chief outlet for student efforts in journalism, and will be enlarged as necessary to meet the needs of such courses. Already, the University has established a printing plant which is serving as a "back shop" laboratory. This will be more fully equipped to provide for the publictaion of the Minnesota Daily, so that the students in journalism may follow the work of newspaper-making through every stage. All such practical work will be supervised by men of experience and training.

The study of the theory and the art of newspaper-making, however, is not all that students in the Department of Journalism have opportuntiy for. The University of Minnesota is peculiarly fitted for the development of a department of Journalism. Its various colleges and schools, including engineering, mines chemistry, medicine, law, education and agriculture, also its extension departmens, reaching out into all lines of industry, give the student in journalism a rare opportunity. In these schools and departments, the student in journalism comes in contact with and gets to know the problems of the young men and young women he will have to deal with when he takes up the actual business of newspaper-publishing or news-writing. The University, in other words, is a little world in itself, wherein the student in journalism, as perhaps the student in no other school or department, faces almost the same life that he will have to face in a larger way outside. Moreover, the student in journalism has constantly before him the life of two great cities, and, coming to him fresh from the presses twice a day, the newspapers of these cities. Contact with the reporters who cover the University for these papers also has an educative influence.

Service Bureau in the Plan.

The University, however, is not content with a plan which calls simply for the training of young men who may become practical newspaper men. Every publisher in the state almost daily faces some problem in the solution of which a central newspaper bureau might be of great service. The University's Department of Journalism, endeavoring to make a study of and giving instruction in practically all the problems of the newspaper office, will in the nature of the case accumulate a large store of knowledge which could be made to help solve the newspaper publishers' problems.

The University's Department of Journalism, therefore, will establish a service bureau, which in effort will place the entire Department of Journalism at the disposal of the press of the state without money and without price. As such a bureau, the Department of Journalism will do several things:

It will serve as a clearing house, through which the buyers and sellers of newspaper properties may be brought together.

It will assist in installing cost systems and efficiency methods by correspondence and ultimately be a field agent.

It will furnish information with regard to foreign advertisers, making investigations if needed information is not at hand.

It will give assistance in estimating technical jobs and as its staff is enlarged will endeavor to act as an arbitrator in differences as to legal work.

After its printing plant had been enlarged, so as to include a monotype, it may use this equipment in odd hours to cast job type for publishers all through the state in exchange for worn out metal.

Best of all, perhaps, it will offer each year, a short course in journalism, or a "Journalism Week," at which the editors will have an opportunity to hear authorities in every branch of their work, and to get a new inspiration for public leadership.

A Still Broader Service.

Still further service will be offered by the Department of Journalism. This will probably be through a university information bureau, which, in co-operation with the general Extension Division and the Agricultural Extension Division, will endeavor to send out to the press of the state, so that through the press it may be made available to all people, the popularized results of scientific research.

The idea behind the whole scheme for a Department of Journalism is that of the greatest possible number, reognizing the power of the press as an educative influence. After the solution from which the public gains a very large part of its information, the University, through its Department of Journalism, co-operating with the press of the state, will endeavor to encourage its power to serve. In its effort to serve in this manner, the University will not be content with anything short of a comprehensive and fully equipped Department of Journalism.

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RESOLUTIONS OF THE MINNESOTA EDITORIAL ASSOCIATION

How the State Editorial Association is Accomplishing Great and Useful Work through Concerted Action and Intelligent Coöperation

The Committee on Resolutions submitted the following report:

At the beginning of the current year it was the determination of the officers of the Minnesota Editorial Association to make the golden anniversary of the association the banner celebration of its history. Through the untiring efforts of the officers of the Association, this laudable purpose has been accomplished in a manner that reflects great credit npon the officers. Not only have they made this meeting a marked success in every way but also, through their efforts, the membership of the Association has been increased to marked degree. Members of the Association, therefore, commend them for their untiring labor and for the zeal with which they performed their duties.

Believing that Amendment No. 1, known as the "revolving fund amendment," providing for a fund of $250,000 to be used in the construction of roads, ditches and fire breaks through, in and around, and in the clearing of state lands, which is to be submitted at the next general election, will hasten the development of state, school and swamp land and will greatly aid in the building of the state school fund, we recommend its adoption by the voters of the state and especially urge upon all of the members of the association a substantial and unremitting support for the same through the columns of the various papers represented in the association.

The Association acknowledges its appreciation and debt of gratitude to Merle Thorpe of the University of Kansas, for his able, scholarly and practical address, and expresses the conviction that his presence and counsel will result in far-reaching benefits to the press of Minnesota.

We commend the effort of the Western Newspaper Union and the American Press Association to coöperate with the publishers by preparing and furnishing advertising service, and in order that such efforts be made to contribute more fully to the needs of the newspapers and the retail advertisers of the state, we recommend that the Association appoint a committee to consider ways in which such advertising service can be made to meet more effectively the needs of the country merchant.

We wish to express our thanks to Frank Meyst of the Western Newspaper Union, for the insignia of the Association presented to the members for use at the head of their editorial column. Its use will, in a great measure, aid in the upbuilding of the Association which today is the greatest and most prosperous of any state association.

We urge upon the press of the state the advisability of boosting for every part of Minnesota. Let us be united for this purpose and do away with any silly sectional jealousy and prejudice which may now exist.

This Association extends its hearty and cordial invitation to the National Editorial Association to hold its meeting for the year 1917 in Minneapolis and Minnesota, and assures the national organization not only a royal welcome, but generous entertainment and open-hearted hospitality.

A new departure inaugurated by the officers of our Association during the past few months meets with our approbation. Speakers representing the Editorial Association have been assigned and have appeared before and addressed a majority of the state associations of the various retail dealers at their annual conventions. The subject of these addresses was, "The Relation of the Country Editor and the Retail Merchant." The purpose of this movement is to show clearly to the retail merchants the fact that in their tremendous struggle against the mail order houses, the local newspapers of the state are most useful and available friends and allies. This Association extends its cordial thanks to the various retail associations who have so courteously coöperated in this movement. We recommend that this work be continued. We thank the members of the Association who have, at their own expense, so ably presented this subject to the retail dealers.

The splendid manner in which the newspapers of the state responded to the call of our president for the observance of Newspaper Week was highly gratifying. It demonstrated the patriotism and enterprise of the members of the craft in a striking and original manner. It is a matter of regret that while the state in general profited greatly from this experiment, it is a fact beyond dispute that in most instances the publisher not only failed to reap any commensurate financial reward, but quite generally suffered direct financial loss as a result of, perhaps, his overzealous enthusiasm. We therefore recommend that in the future observance of newspaper week the members of the craft confine themselves to less elaborate efforts. We concur with our president in the recommendation that the publisher should not attempt any better edition than his community will pay for.

We endorse the resolutions recently adopted by the Minnesota Retail Furniture Dealers' Association protesting against the granting of space and privileges at the Minnesota State Fair to out-of-state mail order houses.

The sincere thanks of the Association is hereby extended to Capt. Henry A. Castle, one of the charter members of this Association, for his splendidly complete and exhaustive history of the Minnesota Editorial Association, and we sincerely regret his inability to be prespresent and read said historic article.

We point with pride to the success which has already attended the Dunn good roads law. We believe that good roads are the greatest possible aid in the development of the resources and possibilities of any country. A continuation of the present liberal road policy of the state is of vital importance. We congratulate ourselves that the author of the present laws of Minnesota is one of the most distinguished members of this Association.

This Association views with alarm the rapidly increasing cost of government both in state and nation, and believes that this increasing cost can be traced directly to an unnecessary duplication of the functions and instrumentalities of government, created by men who place personal ambition above the public good. We believe it is time to call a halt and return to the saner and more economical days of our fathers. In recommending retrenchment in public expenditures we are not unmindful of the fact that the ax can only be applied to cut away the useless excrescences which have fastened themselves upon the body politic. We believe that the election laws of the state should be so amended as to attract to the service of the commonwealth men of the highest ability, honor or integrity, and that public office be always looked upon as a public trust.

Being familiar with the natural and picturesque beauty and historic interest of the Lake of the Woods and the Rainy River district, we would urge the State Highway Commission to establish the proposed Jefferson Highway northward to enable tourists to visit this scenic section.

In view of the fact of our celebrating the Fiftieth Anniversary of the organization of the Minnesota Editorial Association and in view of the total lack of any kind of a biographical history of the members of this Association it is suggested that a committee be named to look over the advisability of preparing a thorough biographical history of the present members of the Association and members deceased. That this history be prepared in book form, neatly bound in leather. That said committee devise some plan for payment of the preparation and producing of said biographical history of the Association and that the work of preparing and producing said history be done as soon as possible.

The University of Minnesota is rendering valuable assistance to various industries of the state, like that of agriculture, through survey and other extension efforts. We very respectfully suggest that Dr. George E. Vincent, president of the University, provide, through the Department of Journalism of the University of Minnesota, for a survey of the publishing industry of Minnesota, such as has been made by the Universities of Wisconsin and Kansas for the publishers of respective states. We pledge ourselves, and the Minnesota Editorial Association, to subscribe a sufficient amount for the exploiting of the information obtained through such a survey, to the upbuilding of a still more prosperous community life throughout the State; and, furthermore, to support such legislative appropriations as may be needed subsequently to complete, if need be, and to make wholly effective and available such surveys.

We extend to the following paper and supply houses of Minneapolis; John Leslie Paper Co., Minneapolis Paper Co., McClellan Paper Co., Paper Supply Co., Inter-City Paper Co., White & Leonard Co., Ault & Wiborg Co., Queen City Printing Ink Co., Horner Printink Ink Co., Sam'l Bingham's Son Mfg. Co., American Type Founders Co., Printers Supply Co., Bureau of Engraving, Beygeh Engraving Co., Meyer Engraving Co., Graphic Electrotype Co., Brown & Phelps, Western Newspaper Union, Northwestern Metal Mfg. Hennepin Paper Co., The University of Minnesota, the Hotel Radisson, the Minneapolis Civic & Commerce Association; the citizens and officials of Minneapolis generally; the Minneapolis Tribune, the Minneapolis Journal and all others who have contributed to our splendid and generous entertainment; our most sincere thanks.

W. E. VERITY.
F. E. HADLEY.
A. O. MOREAUX.
GEO. E. ERICSON.
THEODORE CHRISTIANSON.

PAYING JUST TRIBUTE TO HONORED DECEASED MEMBERS

Report of Necrology Committee of Minnesota Editorial Association

Your committee on necrology begs leave to report that so far as it has been able to obtain information the Great Destroyer has dealt more kindly with our membership than during the preceding year, only two of our members having been called over the dark river.

Those who have gone from us are Hon. A. W. McKinstry and Rev. C. D. Belden.

For more than forty-four years Mr. McKinstry devoted his life to the development of the resources of Minnesota and the upbuilding of Rice County. His death occurred at Faribault on November 15, 1915, as the result of a fall sustained some weeks previously, from which his advanced age prevented the possibility of recovery. Brother McKinstry came to Faribault about the year 1865, and engaged as editor of the Republican soon afterward, with Orville Brown, who was later an editor in Mankato. Soon, however, Mr. McKinstry purchased a full interest in the paper which he conducted until September, 1912, when he went into the retirement of a well spent life loved by neighbors and friends in his city, and admired by all the members of this Association. His interest in the printing business covered a period of sixty-six years.

Mr. McKinstry was the second president of the Minnesota State Horticultural Society and served one term in the legislature. He was also one of the charter members of this Association and was present at its organization, together with thirty-seven other editors, in 1867.

"In business he was honorable, as a newspaper man he was fair and able, and his paper was always clean and an advocate of the highest grade of morality. Socially he was a gentleman always, and his friendship was a prize worth possessing. He was loyal to his city, his state, and his nation, and much of Faribault's standing today as a business and educational city may be traced to Mr. McKinstry."

The death of C. D. Belden takes from us one of the younger and more recently active members. His death preceded that of Mr. Kinstry only a few months, and occurred in Austin. Brother Belden was born in Rhode Island in 1848, and became a minister of the gospel in 1874, during which year he located in Austin as pastor of the Baptist Church. In 1882 he was selected as county superintendent of schools of Mower County. Later he was pastor of the Baptist Church at Windom. His interest in the Mower County Transcript took place in 1893, in association with N. S. Gordon. Soon after he purchased his partner's interest and continued in sole ownership until within a few months of his death. Last February, realizing that the disease with which he had been suffering for a long time would soon terminate his earthly career he laid down the editorial burden, though he continued for some weeks to write the Farmer Ben articles for the Transcript, a feature of the paper that gave the author popularity and was a strong factor in the politics of Mower County. He died on August 22nd, last.

Mr. Belden never entirely abandoned the ministry and throughout his editorial career frequently supplied vacant pulpits and often officiated at funerals and weddings. As Farmer Ben, however, he was best known throughout the state, and many of his sayings found place on the copy hook of exchanges. He was at one time vice-president of the National Editorial Association, and at the time of his death was president of the Mower County Editorial Association.

Respectfully submitted,
E. C. HUNTINGTON,
H. C. MILLER,
W. M. JAMES,
Committee on Necrology.

* * *

SAN DIEGO AND ITS EXPOSITION

All editors who visited San Diego and its Exposition following the 1915 convention, will be glad to know that neither the city nor the Exposition have been injured by the floods. The injury was confined to rural districts and only two per cent of the farming area of the region suffered any loss.

The Exposition has been greatly enlarged and will be not only a California but an International affair, and will be continued during the year. All who visited the Exposition last year are aware of the many peculiar attractions presented. These have been multiplied and enlarged.

We hope that all newspaper men will comply with the request contained in the following letter—that is self-explanatory—in view of the many courtesies extended by the Exposition management and the hospitable citizens of the beautiful city:

Hotel St. James.
San Diego, Cal., February 15, 1916.
Mr. B. B. Herbert, 4618 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert:—As you were a guest of the Hotel St. James last July, at the meeting of the National Editorial Association, we have decided to write you and ask, as a special favor, that you kindly mention in your paper the fact that this city has not suffered from the storms nearly as much as has been reported through the press.

The flooded district was entirely outside of the city, and the Exposition buildings and grounds were not injured, and in fact only about two per cent of the farming district was injured as against eight per cent benefited by the rains.

The Exposition officials are asking the newspapers to inform their readers that we are to have a real Exposition this year, having already about fifteen of the best exhibits from San Francisco.

We shall be very much pleased if you can say a good word for San Diego; and we regret that your Association will not meet with us this year.

Thanking you for past favors, we are,
Very truly yours,
WM. D. CHURCH,
Manager, St. James Hotel.

* * *

TRADE NOTES

Barnhart Brothers & Spindler have reports from their various branches which show that for the last three months there has been a notable revival of business and a handsome gain over the same period last year. In the large cities the trade continues rather conservative, but in the country at large there is a good, healthy volume and increased inquiry. The big city trade indeed shows a moderate and fairly steady improvement. It is the belief that a good year is ahead of the printers' supply industry, and a still more prosperous year will crown the efforts and enterprise of the printer.

* * *

UNIVERSAL COMPANY STRENGTHENS ITS ORGANIZATION

The rapid increase in the staff of the Universal Type-Making Machine Co., offers some indication of the remarkable success being attained by its machine, the Universal Type Caster. One of the latest additions to the organization of the Company is Philip G. Nuernberger, the inventor of the Universal Type Caster, who has recently severed his connection with another type-casting machine company. Mr. Nuernberger is well known to the printing trade of his inventive genius in connection with type casting. He is at present busily engaged in perfecting a number of important improvements to the Universal which will add still further to its present high degree of efficiency.

Another man, who, after a brief sojourn elsewhere, has returned to the Universal Company, is Edward F. Koehler. Except for the past few months, Mr. Koehler has for several years past been continuously engaged in installing Universal Type Casters, a duty he will again take up.

With these additions to its organization, the Universal Company is now in a better position than ever before to take care of its rapidly increasing sales—sales that during 1915 broke all previous records, and that from present indications will be still further increased during the coming year.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ALL THE SELLING EXPERIENCE OF A LIFE-TIME—YOURS NOW WITHOUT SPENDING A LIFE-TIME TO GET IT.—What the Manual of Strategy is to a soldier, "The Knack of Selling" is to the Salesman. It is **experience** analyzed, charted, explained —more experience than any one man can ever get by himself. It is to you what Stonewall Jackson's histories of other wars and other generals were to this marvelous strategist, who, before a shot was fired, **knew** he could out-general his opponents and **did** out-general them. Price, $1.00. For sale by NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

NEWSPAPER OPPORTUNITIES—We suggest opportunities where a part or full controlling interest in a small city daily or solid weekly paper can be secured by a cash investment of from $750 to $3,500, with time on balance of contract. Also several complete plants costing from $25,000 to $40,000, to be had by assumption of debts and relatively small cash payments. It's the experienced men we're after, who can create business along modern lines. Newspaper Properties Department, Wanner Machinery Company, 703 S. Dearborn St., Chicago.

THE PRACTICAL TYPOMETRE—Determines the size and style of body type for any Advertising, Job, Book or Catalog. HERE'S YOUR TIME-SAVER—if you have to do with printing. The TYPOMETRE is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00. NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

ENGRAVING PLANT WISHES TO CONNECT with a printing plant. Now located in a western city where patronage is not sufficient. Willing to move to new locatiaon. Address, A. C. E., care National Printer-Journalist.

"NEWSPAPER REPORTING" is an excellent book of definite instructions (intensely practical) for small-city and country newspaper reporters and correspondents, but contains much of value to all news writers. Price, $1.00; send a dollar bill now at my risk. W. L. Taylor, Publisher, York, Pa.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

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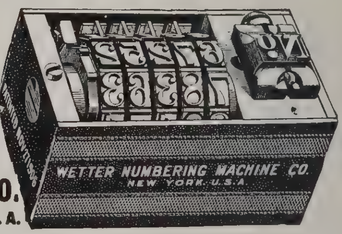
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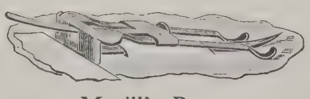

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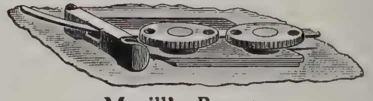

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, APRIL, 1916 NUMBER FOUR

Deserved and Instructive Words of Tribute to a Worthy Newspaper Publisher

The Late Willis L. Black of the Elgin, Ill., Daily News

IN the February issue we gave a brief editorial notice of the death of the well-known and greatly esteemed Willis L. Black of the Elgin, Ill., News, with a promise of a suitable review of his life in the March number, but absence of the editor in Minnesota, caused the omission of the same until now.

Mr. Black's life was too kindly, useful and inspiring to be forgotten by his newspaper friends throughout the United States, who will be glad to know more intimately of the details of his life and work, and of the esteem in which he was held in the city which he served so well and acceptably.

The following editorial tribute by A. H. Lowrie, the editor of the News, and equally known and beloved by the newspaper makers of the United States, especially by the members of the National Editorial and the Inland Daily Press Associations, will be read with a most kindly and friendly interest:

The News chronicles with exceeding regret the untimely death of its publisher and business manager, Mr. Black. For more than thirty years he has been closely identified with the growth and prosperity of this business. Up to within a few days of the time of his death he was at his desk expecting many more years of active service.

Mr. Black was distinctly an Elgin man, born, bred and educated in this city and the University of Chicago. Like his father before him he was closely identified with many of Elgin's financial and business institutions. From small beginnings he had seen them grow and prosper. Although a member of many of the leading clubs of the city, he was distinctly a home man, preferring to spend his time with his family, except when traveling. There he was noted for his hospitality and good fellowship, to which a host of Elgin friends will attest. Few people in Elgin are familiar with the many deeds of charity and kindness which he did. He much preferred that they should go unnoticed and unpublished. Among the marked characteristics of Mr. Black, perhaps the most prominent was his sterling honesty and high sense of integrity. For these alone he will be long remembered.

Here in the Daily News office he will be greatly missed. Those of us who have worked for and with him some ten, some twenty and some thirty years, have become familiar with his many good qualities. Although his chair will be vacant, his memory will long linger with us all.

Mr. Black was born in Elgin, in the home of his parents, Mr. and Mrs. Lyman Black, where the First Baptist church now stands, on April 18, 1855. After attending the Elgin public schools and the Elgin Academy he entered the University of Chicago in 1874. Four years later he graduated from the university.

A few years after his graduation he entered the office of the Elgin Advocate and in 1886 purchased a half interest in that newspaper and the Daily News which had been consolidated.

In September 4, 1884, Mr. Black was united in marriage to Miss Etta D. Roe of Chicago.

For years Mr. and Mrs. Black and their two children, Lyman Foster and Miss Mareta Virgei, had made their home at 770 Highland avenue, Elgin. Their summer home at Lake Geneva has been one of the centers of the Elgin camp there.

Beside his active partnership in the News, he was president of the First National bank and vice-president of the Elgin City Banking company. He was one of the principal stockholders in the two banks. He has been widely connected with a large number of the industries which have been started and developed in Elgin.

He was a member of the National Editorial Association, the Press Club of Chicago and the Inland Press Association. He was also a member of the Illinois Publishers' Association.

Mr. and Mrs. Black traveled extensively during recent years. About six years ago they made a trip around the world. Last summer they visited the California expositions. They were noted for their hospitality. Entertainments and parties at their home have been among the most enjoyable in the city.

Although Mr. Black had not been in strong health for several years, it was not until a few days before his death that his condition became serious. Apparently he was on the road to recovery and several times went from his home to the office of the News. He attended the annual meeting of the First National Bank and assured directors that he was recovering. On January 25 he was present at the meeting of the board of directors of the Elgin City Banking company.

Saturday, February 5, he became more seriously ill and from then on his condition daily became more critical. A Chicago specialist was called, in an effort to check his illness. Little hope for his recovery was given by the doctors. They declared that it would be only a matter of hours before his death and on the 9th of February he passed away.

Funeral services were held at the late residence at 2 o'clock Friday afternoon, February 11. Dr. Edward Scribner Ames of Hyde Park Church of Christ (Disciples) who baptized Mr. Black and of whose church he was a member, officiated, assisted by Dr. Charles L. Morgan, pastor of the First Congregational church of Elgin. The pallbearers were from his business associates.

The Late Willis L. Black of the Elgin, Ill., Daily News

The manifestations of sorrow on account of the deep love in which Mr. Black was held, and of sympathy for his family, were general. The expressions of appreciation of his character show how generally understood and how deeply appreciated were the daily associations and life, useful services and noble deeds of this quiet, modest, earnest man and true, honorable citizen.

Here are some of the noble characteristics, lovingly enumerated by those prominent citizens, business and professional men of Elgin, who knew him best and loved him most:

"He was gentle, kind and unobtrusive, yet firm in what he believed to be right. He was possessed of excellent business judgment, what is sometimes called good common sense.

"In business he was aggressive and progressive, despite the marked reticency of his personality. Socially he was a hospitable host and a delightful companion. He never antagonized with his opinions, although he was a man of clearly defined ideas. His every thought was for his family and his friends. He idolized his family and they worshipped him. He possessed a decided sense of fairness and a high sense of honor and integrity. He was a gentleman of high degree. Not only his family and his friends will miss him, but Elgin has lost a fine citizen."

"Mr. Black was always a good friend. He was one of the friends whose kindly loss is most deeply felt. He was kindly and honest, a business man of ability and one who was best liked by the men who were most closely associated with him."

"Mr. Black was always absolutely fair in passing judgment and had a keen sense of right. He will be greatly missed by his associates and by his host of friends."

"He had a faculty of always finding the best in everyone. He was universally esteemed and beloved."

"While he was a very quiet man, a person of few words, still every word he uttered meant something."

"His honor and integrity were never questioned, his word was as good as a bond."

"Socially he was a prince."

"The world is better because Mr. Black lived and Elgin will miss him very much now that he is gone."

From these, among numerous expressions of appreciation and love, it will be recognized, how perfectly Mr. Black was endowed with the peculiar and high qualifications essential in the conduct of a home newspaper. There could scarcely be found a better grouping of qualities essential to highest attainment and usefulness in newspaper publishing, and all those preparing to enter, as well as those new in the calling, would do well to make a careful and conscientious study of these high qualities.

Our acquaintance with Mr. Black was less familiar, being confined to association in occasional travel trips to, and attendance upon editorial conventions, but that acquaintance has been exceedingly pleasant and we are certain that there has been no exaggeration in painting Mr. Black's noble qualities by his intimate friends and associates. He was of the very finest impulses and sensibilities, he loved justice and practiced kindliness. He was sensitive at any slight shown to another and was made unhappy by any false pretenses. He loved truth and greatly enjoyed all that appealed to the higher motives of service and duty. All that was good or beautiful in nature, greatly appealed to him. He enjoyed travel and the quiet companionship of those who were sincere, and earnest and desirious of seeking, seeing and enjoying all that tended to developing, or enlarging the mind and inspiring the soul. His was a character well worthy of study and imitation.

We notice that since Mr. Black's death, the partnership of Lowrie and Black, that so long existed, has been changed to a corporation, known as the Lowrie and Black Company, so that the name and business will be continued with no change in the policy of the publications of the old firm: The Elgin Daily News and The Weekly Advocate.

At a recent meeting of the new corporation the following officers were elected: President, A. H. Lowrie; Vice-President, Mrs. W. L. Black; Vice-President, D. A. McKenzie; Secretary, Richard Lowrie; Treasurer, Lyman Black. The officers compose the board of directors.

* * *

"CIVIC CONSCIENCE"

With the burdens of Municipal, State and National Government constantly increasing; with growing inefficiency, neglect and graft, the matter of "Civic Conscience" its awakening, direction and fearless exercise, assume most importance to the press and the people. It is up to the press to sound the resurrection trumpet before a revolution should become necessary or anarchy result.

On March 1st, Major Frank G. Macomber of the Hartford, Conn., Courant, speaking at the Tenth Annual Banquet of the South End Club of that city, presented the following instructive views as to this matter of "Civic Conscience" in its various relations to the government, the people and the newspaper press:

Selfish Advantage Placed First

We speak freely of civic conscience and within our hearts we interpret civic conscience to mean something that spells advantage for ourself, or advantage for the special group in which we may find ourselves. If a plan happens to inconvenience us a bit; if a movement seems to possess elements of a nature that will handicap us individually or our particular group we immeditely oppose it.

Cynics and Scoffers

So generally have we, as individuals and as groups, developed this individualistic viewpoint that we as a people have come to be cynics and scoffers. If a man proposes something, undertakes some campaign, instead of looking at the thing proposed and weighing it in its relation to the common good we immediately pass it by with a cynical grin, or commence to dig under the surface to see if we cannot find that he has a few tricks up his sleeve that spell personal advantage and private profit to him.

Sensationalism and a desire for the morbid and the maudlin permeates every walk of life.

Decent Newspapers Defended

Newspaper publishers would prefer to print clean newspapers; editors would rather handle decent copy and do real constructive journalism, but we are not supported by a foundation, or assisted by a sudsidy; we must make a profit and we must live. Men of organizations such as yours often complain of the newspapers and the sort of news they print and yet we of the press, the men who must get out these papers, who must sell these papers to live look about us and see the sensational newspaper and the scandal-mongering newspaper commanding the attention of the masses, selling in great numbers and we look again and we see the decent papers and the clean papers, the intellectual papers and the constructive papers just getting by.

Newspapers Cleaner Than Their Readers

And yet newspapers are after all cleaner and better than the tastes of the average reader. Take New York as an example. There are twelve daily newspapers printed in that city and of these twelve but two are distinctly yellow, distinctly sensational; papers that make an appeal to the worst and not the best in human nature. Only two out of twelve. But, gentlemen, this is the fearful and disgraceful thing in that situation: The circulations of these two papers combined is as great as that of any six other newspapers printed in New York; their combined circulations is almost as great as the combined circulation of all other New York newspapers save two.

Newspapers Show City's Character

The civic conscience of this town is expressed in its newspapers; show me the newspapers of a town and I'll tell what that town amounts to in civic progress and in civic pride. No newspaper is in any great sense a reflex of the man in the editorial chair; but it is a mirror of the town's people and what those people want.

Majority of Men Clean and Fine

I do not believe that the majority of men are bad; that people are in favor of the worst, or even the common in life. I believe that the majority of humanity is clean and fine and above board, desiring the best for themselves and for society. But that minor part has been expressive of itself; it has shown its hand and wielded its strength while you and men like you have remained rebellious, but inactive.

It is only a week ago that a man speaking in this city asserted that history had shown that an autocracy could care for itself better than a democracy. He tried to prove that the danger of this country lay in its being a democracy. He tried to prove that Germany, as an autocracy, had out-shown democratic France and democratic England. But he only proved that it was the man and not the form of government that was the final answer. England has blundered and muddled in other wars until she finally produced the man; it was Wellington, and Roberts, and Nelson, and Kitchener and Gordon who proved the final answer rather than the form of government under which Englishmen lived. If it is autocracy against democracy then to be logical we must say that the greater the autocracy the greater the efficiency. And Russia and Turkey stands as the living refutation of any such theory of efficiency. No, gentlemen, it is today as it always has been."

HARMONIZING UNITS OF MEASUREMENT

Arthur L. Rice, Editor of Practical Engineer, Chicago, gives in an editorial in the March issue, suggestions as to a method, which seems entirely practical, for harmonizing measurements. Why not? This is an age of efficiency promotion, and the various metric systems often cost time for calculation and are constantly annoying, and are not entirely scientific.

After having endured cold and heat for seventy-three years by the Fahrenheit, we might not be able to realize, by the feel, just how cold it was at 40 below zero by the Centigrade scale, but we could never understand why zero should commence thirty-two degrees below freezing point. The editorial is in part as follows:

Mental habit is one of the hardest things in the world to alter—especially if it is in the other fellow. We grow to let the mind work automatically as in addition and multiplication, and a change involves concentration and effort which are not only a burden, but involve liability to error. And so in measurement and computation we struggle with a complication of systems, rather than make the big effort needed for a real solution of the problem.

Man learned to count and compute on his fingers, and still learns that way. Hence, his computing is by 10s or the decimal system, and 10 digits are universally used in this work. But in measuring the natural division is by halves, thirds and quarters; division into tenths and fifths is bothersome and inaccurate, hence 12, which is divisible by 2, 3 and 4 is the natural number of divisions for measurement.

To get complete reconciliation of the systems of measurement and computation now used by English-speaking peoples will involve radical departure from some present standard. The metric system, devised by scientists largely interested in computation, brought the system of measurement into harmony with the natural method of computing, but at a loss in convenience of measurement, for only 2 and 5 are available as even divisions of the unit, and one-fifth is not a natural or convenient division for ordinary work, however, well it may apply in scientific measuring instruments.

* * * * * * * *

In one measurement with which engineers have frequently to deal, there seems no logical course but to change over entirely, namely the measurement of temperatures. All thermometers are graduated on the decimal scale, and there is no possible defense of the Fahrenheit scale except that it exists. The Centigrade scale has science, good sense and a large use in its favor, and the sooner the cumbersome Fahrenheit scale disappears the better. We shall need new steam and other tables, but that is comparatively easy, and the use of freezing as 0 deg. and boiling as 100 deg. has everything in its favor. That miserable 32 which appears in nearly every steam computation is a nuisance. If the weather department will only urge and Congress will sanction the use of the Centigrade scale in all weather reports, the change would be completed in a few months' time and we should forget the old scale much to the benefit of everybody.

THE PHYSICIAN OF INDUSTRY

By Magnus W. Alexander

IN the early history of medical work in industry, the regular employment of a physician in an industrial establishment was usually considered an evidence of a largely benevolent attitude on the part of the employer. Whether or not this assumption was true, the results showed that the work of the physician in industry proved beneficial to the employer as well as to the employe, protecting both against undue expense arising out of injury and sickness and by promoting a better mutual relationship. The results also proved that medical supervision of employes increased their efficiency, and that prompt medical and surgical treatment of injured and sick employes prolonged their lives and the period of their industrial usefulness. As these advantages became known among employers, medical supervision of employes was introduced into many plants, particularly into establishments where large numbers of workmen were employed.

The great value of the physician in industry became even more generally realized when workmen's compensation laws went into effect, which compelled the employer to shoulder the expense of injuries to employes regardless of the fault of either party. These laws forced the employer, in self-defense, not only to provide adequate medical and surgical treatment for employes injured in his establishment, but also to exert all reasonable effort for the prevention of future accidental injuries and for the elimination of working conditions that might prove harmful to the health of his employes. Experience, however, had shown that physique, temperament and general physical condition of employes affected to a large extent their liability to sickness or injury. Some men could safely do work that constantly required considerable physical effort, while the same work would cause discomfort and strain to other apparently strong men. Employes with defective vision would suffer headache while doing work that required close application of their eyesight, while others with normal vision would naturally have no such trouble when similarly engaged. Contact with certain odors or liquids used in manufacturing processes would cause skin irritations or other disturbances to one person, while hundreds of others working under exactly the same conditions would be entirely unaffected.

These experiences naturally led the employer toward a study of the physical condition of his employes, in order to direct each of them into that kind of employment for which he would seem best suited by virtue of his physical fitness as well as his experience and skill; and vice versa, to divert him from an employment that might prove injurious to his health and safety. In order to pursue this course intelligently, physical examination of all prospective employes and periodical reexamination of all persons already employed became necessary. It is obvious that only a competent physician should be assigned to this task.

Aside from looking after the health of individual employes, the physician in industry also renders a valuable service by bringing to light those general conditions of employment that may adversely affect the health and comfort of all workmen in common. Many of these conditions would otherwise remain concealed and unremedied because their ill effects are of such gradual development that the lay executive or employe might not be able to detect their presence nor locate their source. By his coöperation with the employer and foremen in securing wholesale ventilation and proper lighting conditions, and by inducing employes by personal advice or through suitable literature, to adopt healthful habits in the shop and home, the physician brings into play simple, far-reaching measures that tend to raise the health and therefore the efficiency standard of the entire working force.

The Conference Board of Physicians

A preliminary meeting of physicians engaged in industrial practice held in New York City on April 4, 1914, indicated that their varied knowledge and experience could be so combined and harmonized as to afford composite and definite conclusions that would be valuable to themselves and to the industries they represent. It was also felt that the findings could advantageously be made available to all physicians in industry to the end that employers and employes generally might reap benefit therefrom. The concrete outcome of this meeting was the organization of a "Conference Board of Physicians in Industrial Practice," the scope of which is embodied in the official declaration that

> The Conference Board of Physicians in Industrial Practice is organized for coöperative effort in introducing into industrial establishments the most effective measures for the treatment of injuries or ailments of employes; for promoting sanitary conditions in workshops; and for prevention of industrial diseases.

In launching this movement, the Conference Board on Safety and Sanitation has been a helpful factor, and the two Conference Boards have since been working in close, harmonious relationship; that of business executives looking for professional advice in safeguarding the health of employes, and that of phycians offering medical judgment as the result of combined study and experience.

It was thought desirable to bring together at first only a relatively small number of medical officers of corporations, so as to facilitate their work and give their discussions a more intimate character. In order to insure regular attendance at the meetings, only coporations in the eastern section of the country were asked to join the Conference Board through their respective medical officers, but industrial representation was diversified as far as practicable. The physicians now constituting the Board are all men of wide experience in their respective fields, who have gained a thorough understanding of the requirements of industry from the humane viewpoint and of the physical ability of men and women generally to meet these requirements. They are also familiar with the personal habits and the living and working conditions of people engaged in industry, and therefore particularly competent to handle medical problems in industry.

The Board meets periodically. So far eight meetings have been held and some important results have already been achieved; much other work of far-reaching character is now under consideration. The individual members of the Board are actively coöperating in the prosecution of research work in respect to special problems which can be studied best in the particular industry with which they are connected. The results of individual investigations, however, are referred to the Board for broad consideration and joint action.

Instructions to Laymen for First Aid

One of the first tasks assumed by the Board was the development of "Instructions to Laymen for First Aid Treatment of Common Injuries and Disorders." It was the intention to issue instructions of such simple character that they could readily be followed by the ordinary man without even an elementary foundation of first aid knowledge. The instructions agreed upon by the Board are concise and pertinent; they stipulate what the laymen should do, without wasting any words in stating the reasons for so doing. In an emergency treatment, loss of time by reading irrelevant matter may prove of serious consequence. The remedies referred to in the instructions are few, simple and inexpensive and can be administered by laymen without danger of any harm. All medicaments, bandages and other materials needed in carrying out the instructions, are readily obtainable in drug stores. The first aid instructions promulgated by the Board have been widely accepted; they have also been reprinted in numerous technical journals in the United States and in other countries.

The Board also coöperated in a very practical way with the Conference Board on Safety and Sanitation in the development of the "N. A. S. O. Standard First Aid Jar," a compact, sanitary and convenient first aid outfit consisting of a dust-proof glass jar in which first aid materials are contained in well ordered arrangement. The first aid instructions are printed on the inside of the glass jar cover and are therefore always at hand when needed. These first aid jars have been made readily available to employes and are now being used extensively in industrial establishments, in public institutions and private homes.

Physical Examination in Industry

The next work of importance undertaken by the Board was the determination of the essential requirements of "Physical Examination" in industry generally. This subject was given careful study with a view of arriving at a standard of minimum requirements and records which could be used in connection with practically all employments, or with such additions as the nature of a special employment would necessitate. The conclusions reached were based on extensive observation and experience in industry, through which it had been learned what physical ailments and what degree of such ailments would interfere with the well-being, efficiency and safety of the employes at work. The Board agreed upon the various defects requiring attention in physical examinations, and the various degrees of such defects, on the basis of which the suitability of an individual for a specific employment can be determined. The Board also standardized a "Physical Examination Record Card" of convenient size and so arranged that a sufficiently clear and comprehensive record can be made with a minimum amount of clerical work. These record cards have already been used in thousand of cases with entire satisfaction.

The Board gave special attention to methods of "Artificial Respiration" of persons rendered unconscious by electric shock or by asphyxiation from water, smoke or gas. The Board expressed itself unanimously in favor of the manual prone pressure method by persons specially instructed therein, but it also agreed that when mechanical devices for artificial respiration are used they should be used principally as auxiliary means and then only by specially instructed laymen or physicians.

Realizing that all efforts for sanitary conditions in workshops and for clean personal habits of persons while at work would be brought to naught if the persons themselves would not make similar efforts in respect to their homes and their personal habits outside the workshop, the Board decided to prepare a set of "Health Hints of prophylatic character" written in simple, concise and direct language, so that they can be readily understood by the average person. The Care of the Teeth, the Care of the Eyes, the Healing of Wounds, the Value of Proper Breathing, the Danger of Promiscuous Spitting, the Cause of Headache and of Kidney Trouble; these are some of the subjects on which the Board has prepared statements which are intended to be printed, each on a separate leaflet, for wide distribution among employes generally.

Study of Occupational Diseases

The Conference Board has also entered into a careful study of diseases peculiar to certain occupations, with a view of learning the most effective treatment of such diseases and the best methods of reducing or entirely eliminating their causes. Some members on the Board who are connected with industrial establishments in which the nature of the work or the materials used are apt to cause such diseases, have become experts by special study and extended experience in this field of medical practice. With their assistance and with the help of other invited experts in this field the Board is proceeding cautiously and painstakingly in the study of "Occupational Diseases," and expects in due time, to arrive at and publish definite conclusions.

Another important phase of the work of the Board is the exchange of specific experiences by the members as they encounter special situations in industry, or as they come in practical contact with the administration of workmen's compensation laws. Many of the corporations represented on the Board through their respective medical officers are operating in several States and are therefore subject to more or less widely differing workmen's compensation laws and health regulations. The necessity for uniformity in statutory provisions and in their interpretation has therefore been pertinently brought home to the Board and has convinced it of the desirability and need of a standardized nomenclature and definition of medical terms as they relate to industrial work. The Board realizes that progress along these lines will be slow, but it believes that substantial progress can be made by thorough investigation along broad lines and by close application to the task.

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WORDS OF APPRECIATION

From a Michigan Editor in U. S. Congress.

House of Representatives U. S., March 4, 1916.

Hon. B. B. Herbert, 4620 Ravenswood Ave.,
Chicago, Ill.

My dear Mr. Herbert: My subscription to your magazine appears to have expired. Therefore I am enclosing herewith my check which I think is the correct amount for renewal for the coming year.

Kindly place my name on the list using the address 477 House Office Building, Washington, D. C.

Permit me at the same time to extend to you my best wishes and my hope that the passing years continue to touch but lightly upon you. As the founder of the National Editorial Association and for many years one of the most conspicuous figures in its ranks, the editors of the nation have a special and peculiar feeling of friendship for you and wish for you always only happiness, prosperity and content. I remain,

Yours sincerely,

LOUIS C. CRAMPTON.

Shop Management

By John J. Fischer Hopkinton, Mass.

IN vastly too many printing offices throughout the country, there is a lack of system covering the work-orders received at the plant—a haphazard method, half thought out and put into action, with often no further development for absence of time and dearth of suggestion.

If cards were posted throughout composing, press and bindery rooms bearing the rules of manufacturing to be observed it would make it simple and far more easy for workmen and boss.

When an order in received at the office it should be properly recorded and closely followed. The fundamental details and vital points of each order—its size ink color, style type (if any) and other points amply magnified and made plain. A proof should be submitted in cases where there is some slight doubt of certain points, and also date of delivery firmly agreed upon with customer. Under no condition break any agreement relative to date of possible delivery. If there is an accident notify your customer. Integrity magnifies your business.

The price is another matter which has a distinct bearing on the pleased customer—it is a rank injustice—a violation of businees rules to make an estimate on any piece of work and then submit a bill which is beyond the comprehension of the customer. Errors of this kind often cost the boss hundreds of dollars in the course of a year and latterly it may affect the firm's stability.

Composing rooms and others should be clean and sanitary, swept daily and washed and window-cleaned at least three times yearly. Employes shold be encouraged to keep their frames and working utensils in "apple-pie" order. The use and abuse of tobacco is another matter which should be discouraged as much as possible inside the shop—the chewing of tobacco is a noxious and disgusting habit which increases the output and efficiency of no man.

Conversation, not relating to work on hand, is among employes unnecessary and can hardly be indulged in without sacrificing attention to what is more important. The firm pays its employe for each minute he wastes in idle conversation, and the conscientious worker is always alive to this.

The man who ruminates on the inactivity of the minute-hand of the clock is rather an undesirable character—frequently we find him loath to begin work at the proper moment, but willing and anxious to wash up and roll down his sleeves ten minutes before "quitting time." The same individual is usually lecturing someone about the style and quality of his work, and belittles all things which deserve scant rating in his opinion.

The foreman in charge should extend to all his men a polite dignity and a gentlemanly deference. There are certain men whose jealousy and narrow-mindedness obtrude so frequently on the men in his charge that there is scant harmony and a shameful condition of resentment and unrest among the men.

There are many foremen, who, while possessing excellent qualifications as workmen, are hopeless in the handling of men. These are men who resent the suggestions of others—no matter how much the time might be shortened and method simplified. The foreman who fails to be agreeable with his men, who fails to give his men credit for any knowledge, is a direful failure.

A good foreman studies his character as he keeps the work at his finger ends—there are peculiar tendencies to every man. Among printers this is a prominent feature. When a peculiarity manifests itsself, it has a fundamental hearing in his work. The wise foreman knows the "soft spots" in the character of those under him. But the surest success in the efficient foreman's bag of tricks is to treat with dignity and kindly deference all his men. Do not worship one for his "heady" qualities and scourge the other who is not quite so good. Impartiality breeds no complaints. A gentle and manly deference, a kindly patience in moments of stress must mark the character of the man who is qualified to lead his fellows.

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WISCONSIN PRINTERS AND PUBLISHERS TO HOLD BIG CONFERENCE

To Meet at Madison in Coöperation with State University on June 1-3

The Second State Conference on Printing and Newspaper Publishing will be held at Madison, Wis., June 1-3 under the auspices of the Wisconsin Federated Printing and Press Associations in coöperation with the Department of Journalism of the University of Wisconsin. The three associations that are charter members of the federated organizations are the Wisconsin Press Association, the Wisconsin Daily League, and the State Franklin Clubs. Recently the Central Wisconsin Press Association has affiliated with the other organizations in the federation.

Coöperation among publishers of weekly papers in securing national advertising will be one of the chief topics of discussion at the conference this year. The success of the Wisconsin Daily League in handling advertising for all of its members through a central office has resulted in the development of considerable sentiment among weekly publishers for a similar plan. It is proposed to handle both the advertising for the daily papers and that for the weekly papers through one central bureau.

The survey of merchandising conditions in every city and town in the state as a basis for soliciting national advertising is now being made by R. G. Lee, field man, for the university, in coöperation with the publishers who are members of the federated associations.

Cost accounting for printers and especially for publishers of weekly papers will also be taken up fully by the conference at this meeting. The cost system installations are now being made in weekly newspaper officers throughout the state by Mr. Lee, the field man.

The committee in charge of arrangement for the conference consists of Prof. Willard G. Bleyer of the Department of Journalism, chairman, F. C. Blied, F. S. Brandenburg, Killiam T. Evjue, Walter Mayer, R. G. Lee, and I. P. Ketchum, all of Madison.

Production Records That Fail in Their Mission

By Price List Committee, United Typothetae and Franklin Clubs of America

NEARLY every printer, whether large or small, is interested in methods of increasing the production of his plant. He eagerly glances through the pages of all trade publications and other journals that come to his desk for information regarding plant efficiency. When tabulated records are shown in connection with articles on production the readers' attention is quickly directed to such tabulations. They show him, in compact form, records that are of value. That is, they are of value if the record of production is properly described. In almost every case, especially in bindery production records, the description of the operation is incomplete. Merely to state the operation, for example, in connection with a tabulated record on cording—as cording on a booklet of given size, tied with bow knot, is not sufficient. The description should cover the points of whether the booklet had two holes, was a saddle or side operation and also the number of pages must be mentioned. Descriptions of operations must be explicit. They must cover everything pertaining to the operation in question.

A number of records have been published from time to time in the trade magazines, in connection with special articles, by individuals who have made a close study of production, but the tabulated records in these articles prove of little or no value because they leave a doubt in the mind of the reader, and consequently such records fail in their mission because they are not carefully described.

Fully realizing the needs of Bindery Production Records, the United Typothetae and Franklin Clubs of America has been compiling data on this subject for over a year. This undertaking has now been advanced to a point where the National organization is desirous of having printers, all over the country, work along standardized lines of compiling records of every known operation in the bindery.

Blanks devised by the Price List Committee of United Typothetae and Franklin Clubs of America are being used with a view of compiling all records in a uniform manner. What a valuable help it will be to the estimator, who has records like the following, to refer to when estimating on operations of the same identical nature.

SEALING WITH GUMMED PAPER SEALS

Sealing postcard in eight page folders, one seal including moistening seals on board

Size of Folder	No. of Jobs from which records are compiled	Average per hr.	Maximum per hr.	Minimum per hr.
5½x8 to 7x10½	3	284	349	137
8x11 to 10½x14	6	305	372	141
11x16 and larger	4	337	366	187

FASTENING WITH CLIPS—TWO CLIPS

10 page folder.

Size of Folder	No. of Jobs from which records are compiled	Average per hr.	Maximum per hr.	Minimum per hr.
3⅜x6¼ to 5¼x7	3	435	581	319
5½x8 to 7x10½	6	394	577	214
8x11 to 10½x14	2	475	697	387

The estimator is not the only one to benefit by these records of production. Here's what one manager, who is keeping records of production under United Typothetae and Franklin Clubs of America supervision, said: "Our bindery production has increased far beyond all expectations of what I thought it would when we began keeping production records under your instructions." Printers coöperating with the National organization on Bindery Production will get personal supervision from the Committee on this work. The necessary sample blanks will be furnished free of any cost and the work will be taken step by step. All plants assisting will be simultaneously gathering valuable information of the production of their own bindery, and when considering the fact that this work in the individual's plant is being superviesd by experts on production efficiency, it is self evident that the value of these compilations cannot be measured in dollars and cents. National headquarters is desirous of getting in touch with printers who will undertake this work. Headquarters will also personally supervise the promotion of bindery efficiency.

* * *

SOMETHING TO MASTER PRINTERS

The Franklin-Typothetae of Chicago,
March 14th, 1916.

Editor of National Printer-Journalist,
Chicago, Ill.

Dear sir: Herewith a questionaire that would indicate that some half-baked printer has become an editor or manager and desires to show his wares to the printer and incidentally give a job to the printer that makes the biggest mistake.

Any printer that would answer all the questions would be stultifying himself and the industry, and besides, whose business is it?

The customer has no more right to this information than the printer has to know the price the retail druggist pays for a pound bottle of Aqua Fortis, and I think the retail druggist would not hesitate to tell the printer to go to Hades, if he was asked.

If the editor of the N. A. R. D. Journal would put in more time improving his paper and getting more ads and subscribers, he would make more money than he would by trying to get his printing done cheap.

Yours very truly,
W. T. LEYDEN,
Acting Secretary.

Gentlemen:

We are desirous of getting bids for the printing, binding and mailing of the weekly publication, the N. A. R. D. Journal, for the one year beginning early in April next; and we should like to have you submit your bid by filling in the answers to the following items—please use these sheets for your answers, no other form of bids will be considered:

Charge for linotype composition per 1,000 ems—column measures as in the accompanying specimen copy of the Journal:

5½ point........
6 point........
8 point........
10 point........

What are your regulations regarding charges for—
- Making corrections noted by your proofreader on galleys?
- Making corrections noted in our office, which constitute changes from original copy?
- Making corrections noted in our office, which have been overlooked by your proofreader?
- The setting of tabulated matter, one column?
- The setting of tabulated matter, two columns?
- The setting of one-column matter containing the usual signs employed to denote apothecaries' weights and measures?
- The setting of short lines to run down on cuts?
- The setting of matter entirely in italics?
- The setting of italic words in Roman text matter?
- The setting of italic side heads?
- The setting of matter entirely in capitals?
- The setting of capitalized words in lower-case text?
- The setting of lower-case lines containing words in small capitals?
- The inserting of brackets in text matter or at the ends of single lines?
- The setting of centered single-column small-capital heads in the same font as the text?
- The setting of centered single-column heads in capitals of the same font as the text?
- The setting of centered single-column heads in italics the same font as the text?
- The setting of centered two-column heads in italics, small capitals, or capitals of the same font as the text?
- The setting of text matter in two-column measures?
- The setting of centered single-column heads in Litho-Roman, capitals and lower-case, of the same size as as the text?
- The setting of two-column heads in 12-point Roman capitals?
- The setting of two-column heads in 14-point Heading Roman-Caslon, or similar type?
- What else do you charge for as extras in the composition of text matter?

What are your charges for advertising composition—
- For full pages..............
- For quarter pages...........
- For eighth pages...........
- For sixteenth pages.........
- For two-page spreads.......
- Do these charges include the linotype composition that may be necessary or advisable at times in setting up an advertisement?

What are your charges for—
- The making-up of reading pages?
- The making-up of advertising pages?
- The locking-up of forms—
  - Four page
  - Eight page
  - Sixteen page
  - Thirty-two page
- The breaking-up of reading pages; metal to be thrown in?
- The breaking-up of advertising pages; advertisements to be kept standing?

Presswork on the basis of an average run of not less than ten thousand—
- Thirty-two-page forms; first thousand?
- Thirty-two-page forms; each additional thousand?
- Sixteen-page forms; first thousand?
- Sixteen-page forms; each additional thousand?
- Eight-page forms; first thousand?
- Eight-page forms; each additional thousand?
- Four-page forms; first thousand?
- Four-page forms; each additional thousand?
- Extra for blue color on cover form, including wash-up?

Binding on the basis of the above-mentioned average run? forty-eight pages and cover, saddle stitched, per thousand?
- Additional four-page form, per thousand?
- Additional eight-page form, per thousand?
- Additional sixteen-page form, per thousand?
- Additional thirty-two-page form, per thousand?
- Does this additional charge hold good for more than one form of a size?

What difference would there be in the charges when a large issue was side stitched—
- Two-page?
- Four-page?
- Eight-page?
- Sixteen-page?
- Thirty-two-page?

Wrapping in manila end-flap envelopes, inserting flap, and delivering at the post office?

What is your allowance for waste in counting out paper stock for a run from ten to fifteen thousand—
- For presswork?
- For binding?

Can you supply electrotypes?
- At what price?

Can you supply half-tone plates?
- At what price?

Can you supply line zinc plates?
- At what price?

Do you have twenty-four hour service?
- Do the prices vary for night or day work?

Can you supply hourly boy service on Mondays and Tuesdays?

THE NATIONAL ASSOCIATION OF RETAIL DRUGGISTS.

122 S. Michigan Blvd., Chicago, Ill.

(While we agree with Secretary Leyden that the printer who would undertake to answer all these questions as a bid for a job of printing would, in some measure, stultify himself, the questions asked ought to make a printer do some careful thinking. All the items mentioned enter into the cost of a job of printing, and many of these items are frequently overlooked in making estimates. Is not the Secretary a little wrong or a little harsh in his judgment of this printer-publisher? As we read the proposal for bids the request is not for the cost to the printer but as to what the printer will "charge" for the work indicated. Of course, with all this detail, there still remained an indefiniteness unless each issue of the Journal is all of the details of the work, an exact reproduction of the number submitted as an example of the work required. For illustration, "The setting of short lines to run down on cuts?" would be difficult to answer unless one had the copy or else made the estimate on the basis of so much per hour for the necessary time required. Other questions could only be safely answered by giving the charge for time per hour. Still we consider the inquiry for an estimate valuable as a spur to usefulness in making estimates. We would like to see an estimate made and answers to these questions, though they do appear foolish.—Editor)

REQUISITES FOR MAKING THE BEST NEWSPAPER

AN address delivered by Walter A. Johnson, managing editor of the Topeka, Daily Capital, before students of industrial journalism, of the Kansas State Agricultural College at Manhattan, and reported in the Kansas Industrialist of March 18, contained an especially interesting and instructive symposium of views as to the qualifications of a good newspaper man. These opinions were gathered from newspaper reporters, city editors, copy readers, and others in the calling. The opinions were summarized, with comments thereon, as follows:

"I find that nine emphasize accuracy, nine—not the same nine—the importance of making friends, knowing the people of whom you seek news, being a good mixer, Thirteen mention honesty, reliability, refusal to violate a confidence, except always to take the city editor into one's confidence. Coupled with this general suggestion of honesty in five instances is the admonition, 'Don't fake, don't distort, don't color.'

Reporter Needs Industry

"Six mention industry, willingness to work, or real love of the work as the prime requisite. Five emphasize the importance of knowing the news sources, and one—a city editor—suggests, almost petulantly, and with reason, the nuisance a reporter can make of himself by constantly running to the desk man with inquiries as to where to obtain certain information, instead of agitating his gray matter and figuring it out for himself.

"Tactfulness and discretion are given high place by seven news writers. Skill in the use of a typewriter is mentioned by five—and it is a primary requisite. A proper sense of proportion is mentioned by five. Importance of a sound foundation in education in the common school studies—even more important than a college education, where the collegian has learned only imperfectly what is taught in the primary and secondary schools—is mentioned by three.

Take Nothing for Granted

"Three others direct attention to the importance of taking nothing for granted, and one adds wisely, 'and leave nothing to be taken for granted.'

"Ability to take and obey orders, possession of a good pair of legs and a disposition to use them tirelessly, good memory, good manners, alertness, keeping office secrets, getting the short stuff, never quoting without permission, cheerfulness, friendliness and sympathy, sincerity, reading one's own paper always and as many other papers as possible, possession of as large a fund of general information as obtainable, careful revision of copy, sobriety, punctuality, and possession of a sense of humor are other qualifications receiving mention."

Each and all of these are essential to the making of the best newspaper and then some. In view of these requirements, the speaker rightly stated:

"The newspaper field is no place for the dullard or sluggard. If you wish for an easy berth look elsewhere."

"The profession of journalism," said Mr. Johnson, "is a dignified and honorable calling and its pecuniary rewards compare favorably with those of other professions, notwithstanding the common misapprehension that the salaries are pitiably small.

"There are quite as many out-of-the-elbow lawyers as out-of-the-elbow newspaper men—quite as many who have quit that calling for some other line of business in order to make a better living. Given a reasonable degree of talent and fair opportunities, the chance for rising in newspaper work is quite as good as in any other profession."

SHAKESPEAREAN BOOKPLATE CONTEST

Shakespeare will be honored this year throughout the United States. Schools, universities, and organizations of various kinds are planning fitting forms of observing the Shakespeare Tercentenary. With the purpose of further stimulating interest in the works of the great poet, The American Institute of Graphic Arts, in conjunction with the Shakspeare Birthday Committee of the City of New York, will conduct a Bookplate Contest. The prizes to be awarded should be an incentive, but the pleasure of designing a bookplate in the spirit of Shakespeare should be the chief stimulus.

Rules of the Contest

The contest is open to all persons who desire to compete.

Drawings to be devoted exclusively to a Shakespearean motif.

Drawings to be signed on the back by a pseudoym to correspond with a pseudonym on a sealed envelope containing the competitor's name and address.

More than one drawing may be submitted by an individual.

It is suggested that the dimensions of the board upon which the drawing appears be 9x12 inches.

Drawings to be sent prepaid addressed as follows: The American Institute of Graphic Arts, 344 West 38th Street, New York.

Awards to be made to those designs which in the opinion of the judges are best and most suitable.

Prizes to be as follows: First Prize, $100.00; Second Prize, $60.00; Third Prize, $40.00.

The contest closes May 15, 1916.

Committee

For the American Institute of Graphic Arts: John Clyde Oswald, President; J. H. Chapin, J. Thompson Willing. For the Shakespeare Birthday Committee: Henry Clews, Chairman; John DeWitt Warner, Treasurer; Mrs. James Madison Bass.

THE N. E. A. NEW JERSEY TRIP.

Morriston, N. J., Mar. 10, 1916.

Mr. B. B. Herbert, Chicago.

Dear Mr. Herbert: The New Jersey trip will consist of a delightful ride down the bay, starting on the same route taken by ocean liners, via the statue of liberty, Ellis Island immigrant station, Sandy Hook training grounds, up the Shrewsbury river to Pleasure Bay, where a shore dinner, one of the finest treats ever prepared, will be served. Then by autos down the shore through Long Beach (with a stop at Shadow Lawn, the summer capital, and a talk by Pres. Wilson) through Asbury Park and half dozen other seaside towns. to Sea Girt, New Jersey's Summer capital and militia camp back by the Rumson road to Sea Bright, where some time will be spent on the beach, and then at twilight ride back to New York. The trip will be along the finest beach and among the finest residences and grounds to be found anywhere in the world.

Yours truly,

E. H. TOMLINSON.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

IDEAS FROM THE OLD MASTER PRINTERS

Address communications and samples for this department to
Slug Seven, care of National Printer-Journalist,
4620 Ravenswood Ave., Chicago, Ill.

The Return Card

ONE of the newest kinds of job work which is extensively used in an age of advertising, such as this, can so certainly claim to be, is the return card. But the attempt to employ tasteful composition in its design seems to be very new, and there are many possibilities that will suggest themselves to artistic typographers now that it is looked on as a very important piece of job work.

As you are, when giving a return card into the hands of a possible customer, furnishing him with something on which to write his message, surely it is of importance to have something over which considerable thought and pains is taken—something a man might be as proud to use as the tasteful letterhead he has had designed for himself.

✧ ✧

Here is a card (A) of a delicate green tint, with a gray tint border, printed in black. While such a card is being kept for possible or probable future use, it is not only a standing reminder, but a standing advertisement of the taste in printing that charactertizes the work of the Review Company.

WHEN IN NEED OF PRINTING PLEASE FILL OUT THIS CARD AND MAIL

______________191___

The Review Company,
Bridgeburg, Ontario

GENTLEMEN:

WITHOUT OBLIGATION TO US PLEASE HAVE YOUR REPRESENTATIVE CALL ON US, ABOUT______________

WE ARE IN THE MARKET FOR______________

Yours very truly,

A

Still, I would not say that Jo Anderson's card (B) on manila stock, was not likewise attractive. It is good manila stock, and the composition is characteristic of that good printer. It is easily read, and direct to the point.

JO ANDERSON, PRINTER,
416 J STREET
SACRAMENTO, CALIFORNIA.

Dear Sir: I shall be pleased to receive a copy of your booklet

"ME AND THE DOG"

as per your free offer.

Signed______________

Name of Firm______________

B

✧ ✧

Not many use the return card to advertise their goods in considerable detail, but Sigmund Ullman Co. of New York do so in a rather pleasing manner (C1).

All interested in the use of Printing Inks should keep themselves informed of the effective and unique results obtained by the use of Doubletone Inks and Ullmanines

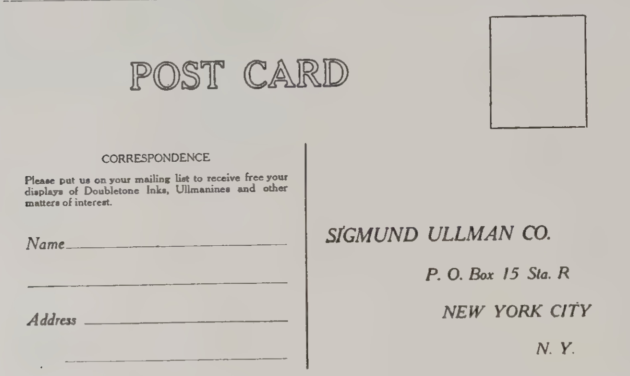
If you will stamp and mail this card, duly filled out on the other side, we will place you *permanently* on our mailing list and send you *free of charge* our interesting issues of Printing Ink displays and demonstrations
SIGMUND ULLMAN COMPANY

Do not fail to fill out this card and mail promptly if you desire to receive further issues of these display folders

(Give names of friends who you think would be interested)

C1

I am forgetting that there are two sides to a return card as well as to a question, and this very card is remarkable as to its address side (C2) because it has a place to fill out as well as the other side. In fact, this is the place for the name and address of the recipient. The other side has a place for the names of friends. But the fact that the said recipient should fill out the card, presumably with his own address, is expressed in the third paragraph of C1.


POST CARD

CORRESPONDENCE

Please put us on your mailing list to receive free your displays of Doubletone Inks, Ullmanines and other matters of interest.

Name ________________

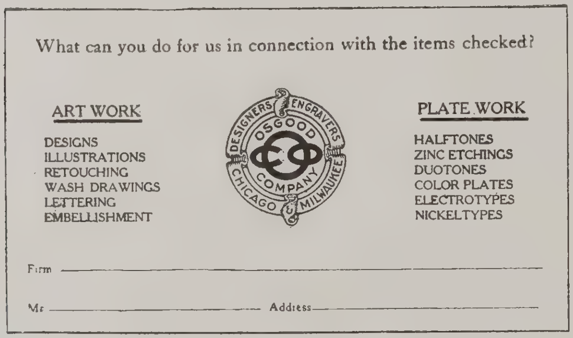
Address ________________

SIGMUND ULLMAN CO.
P. O. Box 15 Sta. R
NEW YORK CITY
N. Y.

C 2

◆ ◆

Here (D1) is a card whose monogram design holds the attention and distributes it to the various items. The surrounding rule and the underscoring of the lines, "Art Work" and "Plate Work," are in one color; the remainder in another.


What can you do for us in connection with the items checked?

ART WORK
DESIGNS
ILLUSTRATIONS
RETOUCHING
WASH DRAWINGS
LETTERING
EMBELLISHMENT

DESIGNERS
ENGRAVERS
OSGOOD
COMPANY
CHICAGO
MILWAUKEE

PLATE WORK
HALFTONES
ZINC ETCHINGS
DUOTONES
COLOR PLATES
ELECTROTYPES
NICKELTYPES

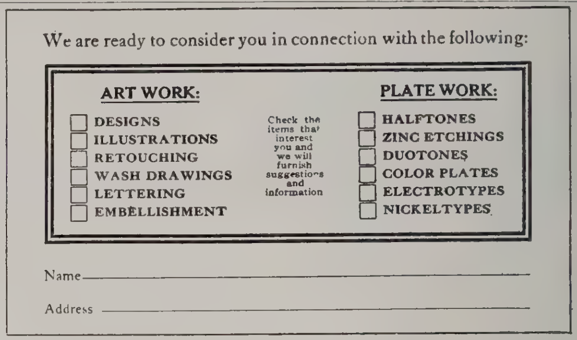
Firm ________________

Mr __________ Address __________

D 1

◆ ◆

This is a card of the Osgood Company of Chicago. A later design of theirs (D2) makes use of the squares that, as well as circles, are such important types in the setting both of return cards and of coupons in advertisements. D1 gives somewhat of an impression of being difficult to check, the lines being so close together. This vague feeling (and in printing-advertising vague feelings are to be considered with respect) is overcome by the use of the squares. This really seems better composition for its purpose than that on the other card. The composition impels attention to the checking, and the type in the center is 6-point, and not too obtrusive.


We are ready to consider you in connection with the following:

ART WORK:
☐ DESIGNS
☐ ILLUSTRATIONS
☐ RETOUCHING
☐ WASH DRAWINGS
☐ LETTERING
☐ EMBELLISHMENT

Check the items that interest you and we will furnish suggestions and information

PLATE WORK:
☐ HALFTONES
☐ ZINC ETCHINGS
☐ DUOTONES
☐ COLOR PLATES
☐ ELECTROTYPES
☐ NICKELTYPES

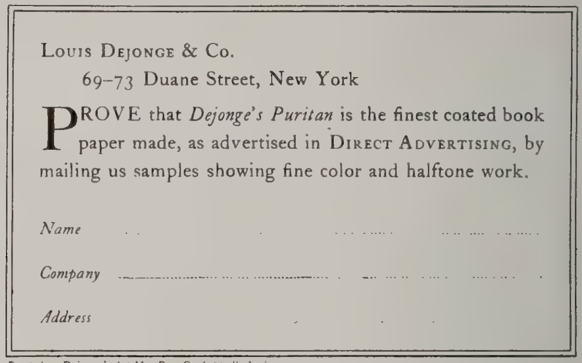
Name ________________

Address ________________

D 2

◆ ◆

This (E) is a neat style of card, printed in brown on tinted stock, that is used by several advertisers in "Direct Advertising," a paper which shows the business man how important the work of the job printer is as compared with newspaper and magazine advertising, or in connection with it. The same style of card, as to composition, is used in the size 2¾x4—an odd size for a return card, and an attractive one.


LOUIS DEJONGE & Co.
69–73 Duane Street, New York

PROVE that *Dejonge's Puritan* is the finest coated book paper made, as advertised in DIRECT ADVERTISING, by mailing us samples showing fine color and halftone work.

Name ________________

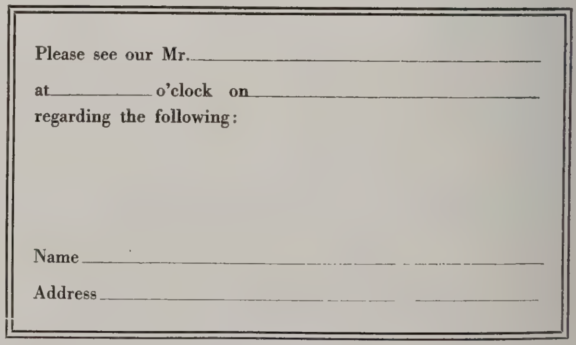
Company ________________

Address ________________

Printed on Dejonge's Art Mat Post Card, 130 lb. basis.

E

◆ ◆


Please see our Mr. ________________

at ______ o'clock on __________

regarding the following:

Name ________________

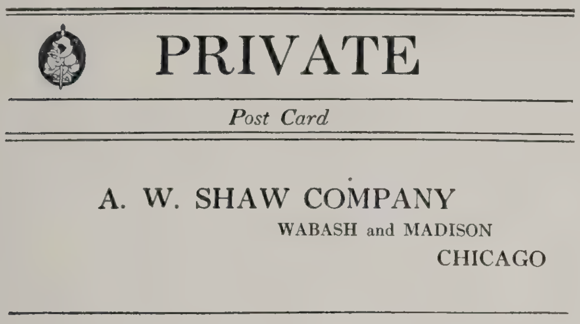
Address ________________

F

This card of the Oxford Print, Boston, on velvety stock printed in rich brown, shows that a card can be very plain indeed, and yet by no means cheap-looking. The address side has a similar double rule border.

◆ ◆

A. W. Shaw Company use typewriter type or a multigraphed form on the side where the recipient is supposed to write. But then his request has considerable to specify in regard to his privileges in a five-day examination of the books. This time we'll show the address-side only (G).

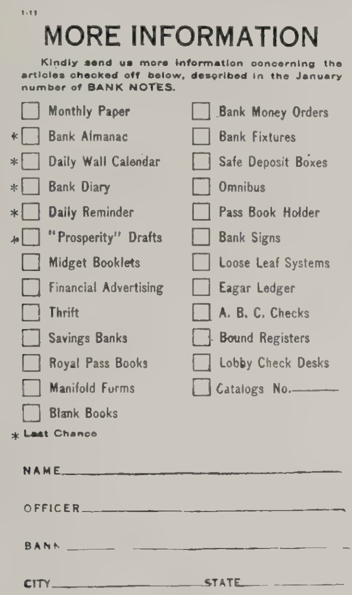


PRIVATE

Post Card

A. W. SHAW COMPANY
WABASH and MADISON
CHICAGO

G



1-11

MORE INFORMATION

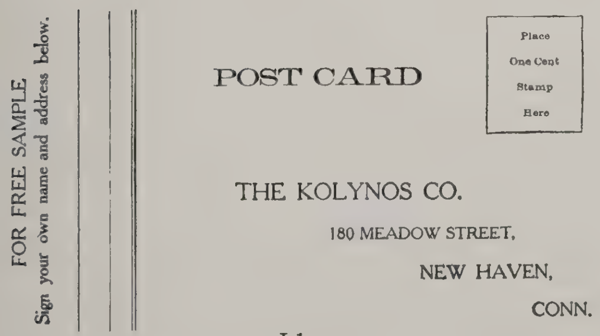
Kindly send us more information concerning the articles checked off below, described in the January number of BANK NOTES.

- ☐ Monthly Paper
- *☐ Bank Almanac
- *☐ Daily Wall Calendar
- *☐ Bank Diary
- *☐ Daily Reminder
- *☐ "Prosperity" Drafts
- ☐ Midget Booklets
- ☐ Financial Advertising
- ☐ Thrift
- ☐ Savings Banks
- ☐ Royal Pass Books
- ☐ Manifold Forms
- ☐ Blank Books
- ☐ Bank Money Orders
- ☐ Bank Fixtures
- ☐ Safe Deposit Boxes
- ☐ Omnibus
- ☐ Pass Book Holder
- ☐ Bank Signs
- ☐ Loose Leaf Systems
- ☐ Eagar Ledger
- ☐ A. B. C. Checks
- ☐ Bound Registers
- ☐ Lobby Check Desks
- ☐ Catalogs No.______

* Last Chance

NAME____________________
OFFICER____________________
BANK____________________
CITY__________ STATE__________

H



FOR FREE SAMPLE
Sign your own name and address below.

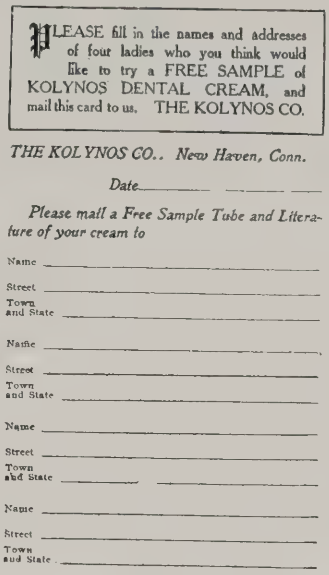
POST CARD

Place
One Cent
Stamp
Here

THE KOLYNOS CO.
180 MEADOW STREET,
NEW HAVEN,
CONN.

I 1

The long way of the card may often be most effectively used, as shown in the postcard of the U. S. Bank Note Co., Indianapolis, Ind., (H) and also in the card of the Kolynos Co., New Haven, Conn., both sides of which are shown (I1 and 2). I wonder if any one misses that place for the free sample for oneself? I should not be surprised if such were so.



PLEASE fill in the names and addresses of four ladies who you think would like to try a FREE SAMPLE of KOLYNOS DENTAL CREAM, and mail this card to us. THE KOLYNOS CO.

THE KOLYNOS CO., New Haven, Conn.

*Date*__________

Please mail a Free Sample Tube and Literature of your cream to

Name ____________________
Street ____________________
Town and State ____________________

Name ____________________
Street ____________________
Town and State ____________________

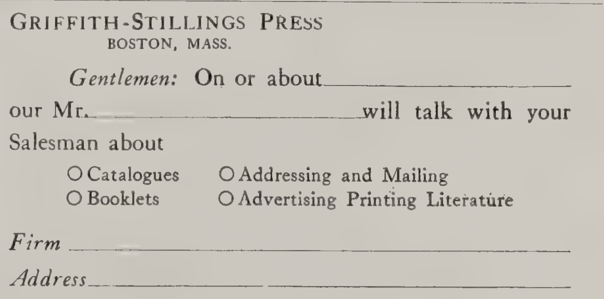
Name ____________________
Street ____________________
Town and State ____________________

Name ____________________
Street ____________________
Town and State ____________________

1 2

◆ ◆

Here is one with the circles—(J)—there's a suggestion of Os, perhaps. The large type makes this a straightforward card.



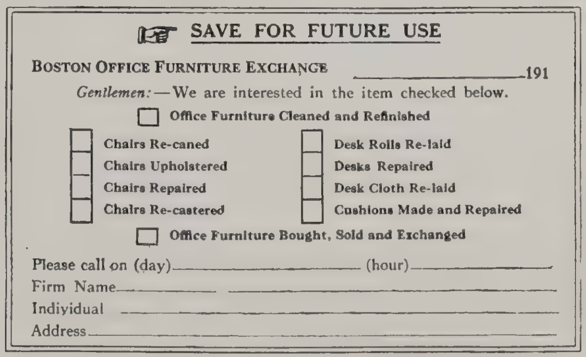
GRIFFITH-STILLINGS PRESS
BOSTON, MASS.

Gentlemen: On or about____________________ our Mr.____________________will talk with your Salesman about

○ Catalogues
○ Booklets
○ Addressing and Mailing
○ Advertising Printing Literature

Firm ____________________
*Address*____________________

J



☞ SAVE FOR FUTURE USE

BOSTON OFFICE FURNITURE EXCHANGE ________________191

Gentlemen:—We are interested in the item checked below.

☐ Office Furniture Cleaned and Refinished

- ☐ Chairs Re-caned
- ☐ Chairs Upholstered
- ☐ Chairs Repaired
- ☐ Chairs Re-castered
- ☐ Desk Rolls Re-laid
- ☐ Desks Repaired
- ☐ Desk Cloth Re-laid
- ☐ Cushions Made and Repaired

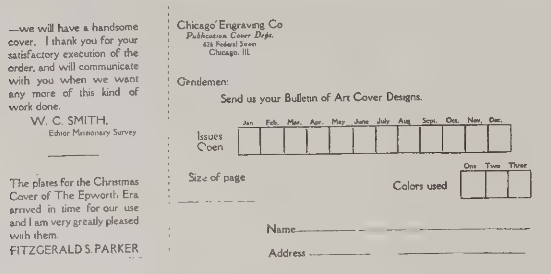
☐ Office Furniture Bought, Sold and Exchanged

Please call on (day)________________(hour)________________
Firm Name____________________
Individual____________________
Address____________________

K

On this card (K) even the squares that are by themselves, which are hardly square, are evidently set with small pieces of rule. The arrangement makes two especially important parts of the business stand out well.

◆ ◆



—we will have a handsome cover. I thank you for your satisfactory execution of the order, and will communicate with you when we want any more of this kind of work done.

W. C. SMITH.
Editor Missionary Survey

The plates for the Christmas Cover of The Epworth Era arrived in time for our use and I am very greatly pleased with them.

FITZGERALD S. PARKER

Chicago Engraving Co
Publication Cover Dept.
626 Federal Street
Chicago, Ill.

Gentlemen:

Send us your Bulletin of Art Cover Designs.

	Jan	Feb.	Mar.	Apr.	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.
Issues Coen	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Size of page

	One	Two	Three
Colors used	☐	☐	☐

Name

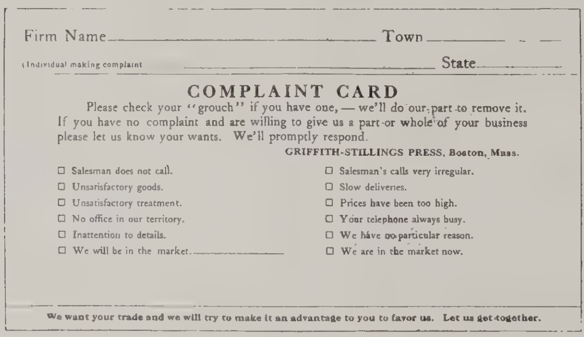
Address

L

In L the squared panels are in red.

◆ ◆

M is a "complaint card." Maybe it is well to suggest complaints that can be set right—but this is a question for an advertising man rather than a typographer. Surely the appearance of this job suggests that there should be few complaints. And we know that these printers will try to obviate them—else why should they send this card?



Firm Name Town

(Individual making complaint State

COMPLAINT CARD

Please check your "grouch" if you have one,—we'll do our part to remove it. If you have no complaint and are willing to give us a part or whole of your business please let us know your wants. We'll promptly respond.

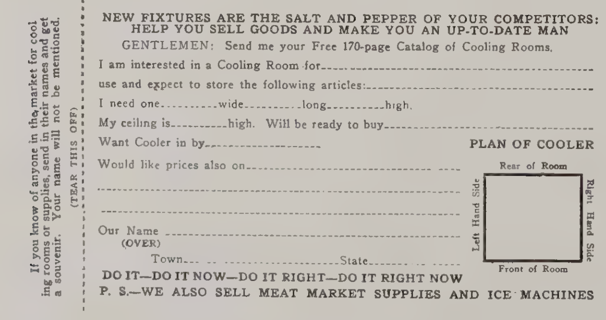
GRIFFITH-STILLINGS PRESS, Boston, Mass.

- ☐ Salesman does not call.
- ☐ Unsatisfactory goods.
- ☐ Unsatisfactory treatment.
- ☐ No office in our territory.
- ☐ Inattention to details.
- ☐ We will be in the market.
- ☐ Salesman's calls very irregular.
- ☐ Slow deliveries.
- ☐ Prices have been too high.
- ☐ Your telephone always busy.
- ☐ We have no particular reason.
- ☐ We are in the market now.

We want your trade and we will try to make it an advantage to you to favor us. Let us get together.

M

◆ ◆



If you know of anyone in the market for cooling rooms or supplies, send in their names and get a souvenir. Your name will not be mentioned.

(TEAR THIS OFF)

NEW FIXTURES ARE THE SALT AND PEPPER OF YOUR COMPETITORS: HELP YOU SELL GOODS AND MAKE YOU AN UP-TO-DATE MAN

GENTLEMEN: Send me your Free 170-page Catalog of Cooling Rooms.

I am interested in a Cooling Room for

use and expect to store the following articles:

I need one..........wide..........long..........high.

My ceiling is..........high. Will be ready to buy

Want Cooler in by

Would like prices also on

Our Name
(OVER)

Town State

PLAN OF COOLER

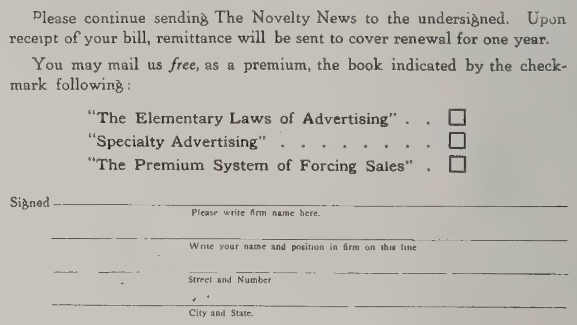
DO IT—DO IT NOW—DO IT RIGHT—DO IT RIGHT NOW

P. S.—WE ALSO SELL MEAT MARKET SUPPLIES AND ICE MACHINES

N

N is a card that impresses by being very business-like. The heading, the line "Do It," etc., and the dotted rule at the side are red.

There's something very cleancut about O. There's plenty of white space, and the names of the three books are clearly defined. The fine type beneath the lines gives a neat appearance, the short lines looking well under the Antique and the rules, giving balance to the job.



Please continue sending The Novelty News to the undersigned. Upon receipt of your bill, remittance will be sent to cover renewal for one year.

You may mail us *free*, as a premium, the book indicated by the checkmark following:

- **"The Elementary Laws of Advertising"** . . ☐
- **"Specialty Advertising"** . . . . ☐
- **"The Premium System of Forcing Sales"** . ☐

Signed
Please write firm name here.

Write your name and position in firm on this line

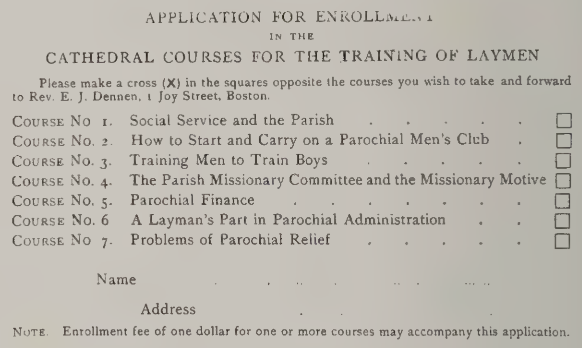
Street and Number

City and State.

O

◆ ◆

P does not seem to give very much space to write the weight of the pieces, and surely this is important. I have often noted a tendency on the part of even compositors who do excellent work, to ignore the intention of the job, as was evidently done in this case. It is certainly an important part of the training of a compositor to have him pay attention to the ultimate use of the job.



APPLICATION FOR ENROLLMENT
IN THE
CATHEDRAL COURSES FOR THE TRAINING OF LAYMEN

Please make a cross (X) in the squares opposite the courses you wish to take and forward to Rev. E. J. Dennen, 1 Joy Street, Boston.

COURSE NO 1.	Social Service and the Parish	☐
COURSE NO. 2.	How to Start and Carry on a Parochial Men's Club .	☐
COURSE NO. 3.	Training Men to Train Boys	☐
COURSE NO. 4.	The Parish Missionary Committee and the Missionary Motive	☐
COURSE NO. 5.	Parochial Finance	☐
COURSE NO. 6	A Layman's Part in Parochial Administration . .	☐
COURSE NO 7.	Problems of Parochial Relief	☐

Name

Address

NOTE. Enrollment fee of one dollar for one or more courses may accompany this application.

P

◆ ◆

Niles, Ohio, March 1, 1916.

From reports that come to us there is every indication that the Harris Automatic Press Company, Niles, Ohio, is exceeding even past records in orders and installations of offset presses. During the past three months, orders have been booked for twenty-three Harris offset presses, and of this number fourteen of them are 36x48 in. and larger. Two additional presses, 44x58 inches, have been sold, and a 36x48 inch for shipment to Japan, making six Harris offset presses which have been shipped to foreign countries within the last eight months.

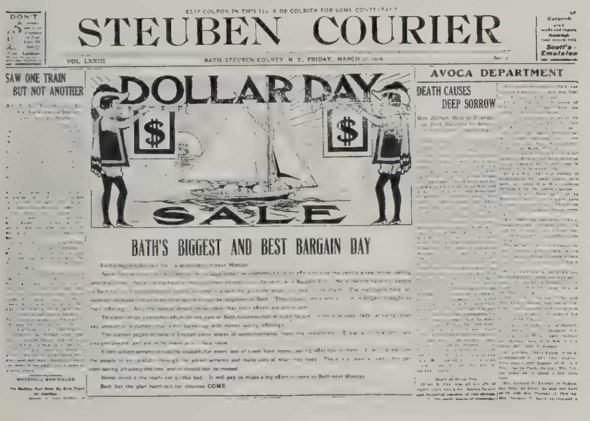
The Harris Company is not only busy in its offset department, but has booked during the past three months orders for fourteen printing presses of the single and two color type. The above number includes five of the high speed Harris envelope blanker presses.

A Dollar Day Issue

The Steuben Courier, Henry O. Elkins, editor is a clean, bright, strong appearing newspaper of Bath, Steuben County, N. Y., that has reached No. 27, of Volume 73. Its strong features are "New York News Items in Brief," local brevities and more extended locals, and a liberal amount of neighborhood news correspondence.

The New York State items carry the following sub-headings: "Paragraphs of Interest to Readers of Empire State" and "Items of All Kinds Gathered from Various Points in the State and so Reduced in Size as to Appeal to All Classes of Readers."

We believe that this State News Feature is generally too much neglected by newspapers. All sections of a State have many interests that are in common.



STEUBEN COURIER

VOL. LXXIII BATH, STEUBEN COUNTY, N. Y., FRIDAY, MARCH 17, 1916

SAW ONE TRAIN BUT NOT ANOTHER

DOLLAR DAY SALE

BATH'S BIGGEST AND BEST BARGAIN DAY

Never mind if the roads are a little bad. It will pay to make a big effort to come to Bath next Monday.

Bath has the glad hand out for you—so COME.

WOODHULL MAN KILLED

AVOCA DEPARTMENT

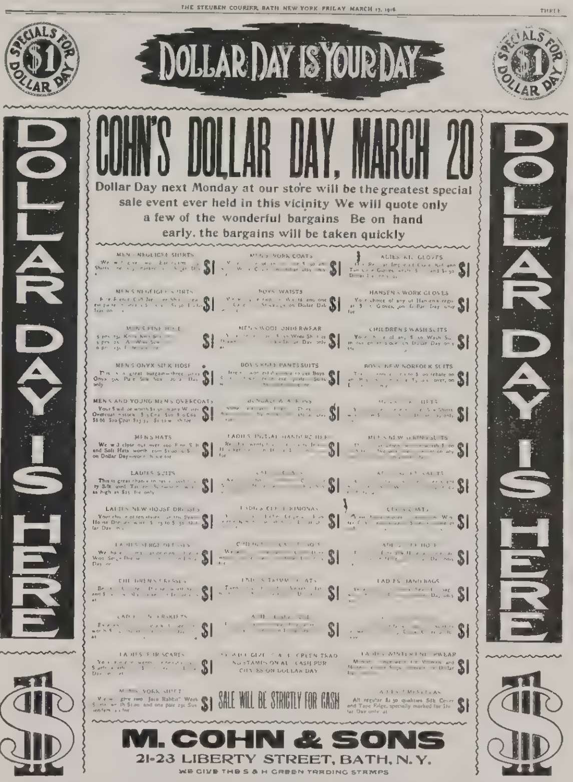
DEATH CAUSES DEEP SORROW

There are many things undertaken, in one city or section of a State, that would be helpful to many other sections. There are many institutions in which all residents of a State are interested; many improvements that ought to be made state-wide. There are many prominent or rising men of whom people of all sections wish to know. Next to local and neighborhood events State events appeal to readers—the improvement of roads, of farms, of stock, of homes, schools, and so on, are matters of direct and useful information to people in all parts of a State.

Any event in a State is greater by reason of nearness, by reason of close political and government relations, than are those of the nation at large or foreign countries.

The copy of this issue of March 27th, is a Dollar Day number, and the reproduction of the top half of the first page, given herewith, indicates something of the efficient manner in which the enterprise for increasing home trade is handled. One of the advertisements that is a model in its matter, construction and display is also shown.

The following editor's or publisher's announcement of the Dollar Day, its plans, objects and sentiment, is informing and ought to prove useful to other publishers who may contemplate the using of this pretty generally successful method of securing co-operation among local merchants, for increasing business, and, incidentally, or rather principally for adding to the volume of home advertising that will bring appreciable results, and win a wider, deeper and wholesomely stimulating faith in publicity, deserves careful consideration:



THE STEUBEN COURIER, BATH NEW YORK FRIDAY MARCH 17, 1916 THREE

SPECIALS FOR $1 DOLLAR DAY

DOLLAR DAY IS YOUR DAY

DOLLAR DAY IS HERE

COHN'S DOLLAR DAY, MARCH 20

Dollar Day next Monday at our store will be the greatest special sale event ever held in this vicinity We will quote only a few of the wonderful bargains Be on hand early, the bargains will be taken quickly

SALE WILL BE STRICTLY FOR CASH

M. COHN & SONS

21-23 LIBERTY STREET, BATH, N.Y.

WE GIVE THE S & H GREEN TRADING STAMPS

Monday Greatest Buying Event of Year—Dollar Day

Monday, January 20, is Dollar Day.

This is the day for which the merchants of Bath have been preparing for a long time. It is the day toward which the eyes of the thrifty housewife has been turned for months, for it is the day of the whole year when a dollar will buy more merchandise than at any other time.

Today's edition of this paper is a special Dollar Day edition, and contains the advertisement of all the merchants who have united in this festival of low prices and unheard of bargains for one day only. Not to read everyone of them carefully is to miss a great deal of information which will mean money to you on Monday.

The spirit of Dollar day among the merchants is something akin to the holiday spirit. It is contagious and spreads from one store to another so that there is a good natured rivalry among the merchants—not necessarily to see how much money they can make on this day, but rather to see what astounding bargains they can give their friends for a dollar and still not lose too much money on the transaction.

Every store or other place of business which is taking part in the great Dollar Day movement is designated by pink penants furnished free of charge by this paper. The sign of the pink pennant is the sign that the owner of the store is not a grouch—that he is willing and anxious to do everything in his power for his trade and city—so pay him a visit Monday, make money by so doing, and show that you, too, are interested in Bath, and that you are only too glad to join in the movement and to do your share in making Dollar Day the greatest buying and selling day of the year in Bath.

Three things to remember—Monday is Dollar Day; the man who is in the game is the fellow with the pink pennants in his window; and you should patronize him.

The Courier, as will be noticed, is conducting a vigorous voting contest for new subscribers and renewals. It is named "The Courier's Great Automobile and Profit-Sharing Contest."

The territory covered by the paper is divided into three districts and, of course, the different districts as well as individuals are the sources of friendly rivalry for precedence.

There is also a plan for $30 clubs, which candidates are urged to promote and have their friends form. For these clubs special inducements are offered. This plan is pretty well defined as follows:

What Is a Club?

In the Courier's Great Automobile and Profit-Sharing Contest, a club is yearly subscriptions or their equivalent.

One two-year subscription will count as two one-year subscriptions.

A three-year subscription will count as three one-year subscriptions.

Every club of 30 yearly subscriptions, or their equivalent, will be good for 600,000 bonus if turned in between Friday, March 10, and Thursday, April 6th.

If the subscriptions are old they will entitle the contestant to one-third as many bonus votes, or, 200,000 bonus votes.

Anything bearing the post mark of April 6th and received on April 7th will be counted and accepted.

Subscriptions count more now than any other time during the contest.

There is no limit to the number of clubs a contestant can secure.

It is not necessary that the $30.00 on subscription, which constitutes a club, be turned in all at once. It can be turned in by or for a contestant in any amounts so that at the close of the period, April 6th, there is a total of $30.

A CLUB FLUSH is a mighty good hand to hold.

A few clubs will put any candidate in the lead for the automobile.

Get your friends organizing clubs for you. They can do it.

This period will be known as CLUB FLUSH PERIOD.

Do not hold back subscriptions. You get more votes for them during this period than at any other time.

* * *

CHARGE MORE FOR YOUR WORK

The Syracuse Smelting Works of Brooklyn, N. Y., has issued a circular containing the following, and deserves the resulting advertising for the good, simple advice given:

Prices on everything used by printers and publishers are higher now than they were before—ink, rollers, type, type-metals, everything.

The world has tilted over and everybody's climbing up to their new bearings—everybody but the printer, who is hanging to the slippery sides with the tips of his fingers. Whey don't you climb up with the rest of 'em?

Charge More for Your Work!

Are you afraid of losing your trade? Afraid that your customer will leave you and go over to Spineless on the next street because his prices are lower? Don't let that worry you—you'll soon have an opportunity to buy some of Spineless's stuff at the Sheriff's Sale. If your customers kick, tell 'em what we're telling you—

Charge More for Your Work!

The chances are that they have already advanced their prices. If they have not, you don't want their trade—they're a poor business risk.

But don't overdo it or you'll be following the trail that Spineless took. Don't charge any more than you're entitled to. Figure up how much more it costs you for your productions and advance your prices accordingly. And don't wait until you're too weak to climb. Get into the game now and

Charge More for Your Work!

Run your business as we run ours. As the market on antimony, lead, and tin advances, we advance our prices on Stanley Process Type Metals. If we didn't, we'd have to lower the cost of production by reducing the antimony content and that would, of course, reduce its durability.

Stanley process Type Metals are made of the same formula as when the price of antimony (the ingredient which gives type-metal its durability) was low. It is the same formula as the type-metal which built up its present enviable reputation. We could easily reduce the price a cent a pound—$20 a ton—by reducing the antimony about 2% and the effect would not be noticeable on the first or second casting—but after that, the observant one would see the difference—sluggish flow, weak feet, dull faces, and no "stand-up" to it.

No, Gentlemen, we're not going to try the other's price, We're going to maintain the quality of Stanley Process Type Metals and as the cost of ingredients advance, we're going to

Charge More for Our Metal!

but only on the same close margin of profit as heretofore—so close that if we charged less, we'd either have to cheat you or cheat ourselves.

And so we say to you Mr. Printer, and you Mr. Publisher, don't cheat your customers and don't cheat yourselves. Keep up to the quality and

Charge More for Your Work!

CONVENTION OF TEACHERS OF PRINTING

A convention of the Eastern Section of the International Association of Teachers of Printing, will be held at the Hotel McAlpin, Broadway and 34th Street, New York City, April 17 and 18 next. W. Earnest Reeves, Franklin School, St. Louis, Mo., is president of the International organization, and Frank Siddall, Boys' Industrial School, Newark, New Jersey, is secretary. Joseph A. Donnelly, teacher of printing at P. S. 158, Brooklyn, New York, is president of the Eastern Section.

The convention is primarily for bringing teachers of printing together for the purpose of discussing all topics relating to the teaching of printing as a trade subject in public schools. These applied topics are, among others, mathematics, science, drawing, English, history, geography. The ramifications of the various topics are many and varied. For instance, mathematics embrace problems from the simple finding of points in an em of a given size of type to those of costfinding, estimating, etc. Hence the convention should prove prolific in helpful hints for teachers of printing.

Howard E. Parker, teacher of printing at the Vocational School for Boys, Department of Education, New York City, is chairman of the convention. This committee is at work for the success of the convention. If the program, as the committee plans it, can be carried through, those in attendance will greatly profit thereby. A function is planned which will embody cipher an informal dinner or luncheon. Upon this occasion employers in the trade will present the view point of the employing printer as regards his attitude toward the printing class in the public school.

Messrs. Merry and Miomer, managers of the Hotel McAlpin, have manifested real interest in this gathering. This hostelry is conveniently located in Greely Square. The rates are $2.50 per day, and up, for single rooms with running water; and $3.00 per day, and up, for single rooms, with private bath and running water. Double rooms may be secured with slight additional cost.

Those identified with the trade, visiting New York during the convention, are invited to seek the office of the convention committee, and make themselves known.

* * *

THE WISDOM OF TRYING OUT THE SMALLER PAPERS POSSESSING PRINTING PLANTS

The following letter, written by E. H. Tomlinson, Vice-President of the National Editorial Association, has been forwarded to this office:

Morristown, N. J., Mar. 21, 1916.

Hammermille Paper Co., Erie, Pa.

Gentlemen: Your circular in relation to your page advertisement to appear shortly in the Saturday Evening Post has attracted my attention and lead me to give it some thought and to that extent at least has accomplished your purpose.

It strikes me that a concern broad enough to use several thousand dollars to advertise your papers in one month is worthy a suggestion.

It is, that another month, when you want to spend a pile of money for advertising, you offer it to the trade to split up in the home papers they select, for a section of the country, if thought best, at one time.

It might be alloted to any of several classes:

To new customers;

To all who bought a certain amount the month of the offer; or,

To all who had been regular customers, and so on.

Let the advertising be over the names of the publishers and have the same pulling power that is put into the Post adv. and I believe you will be surprised at the comparative results of the two ways of advertising.

I am writing this on behalf of the smaller papers generally whom I know would welcome this coöperation as most have plants for job work. It might make me a customer, for one. E. H. TOMLINSON.

* * *

PRIZE COW IN PRINT SHOP

A prize cow, consigned to Supt. A. E. McKeown, of the Edgar Thompson Steels Works in Duquesne, Pa., escaped from the pen in which it was confined and dashed into the composing room of the Braddock Journal, a daily newspaper. It knocked down the type cases, pied several hundred columns of type, upset ink cans and generally upset the routine of the plant. The cow presented a strange appearance when it was subdued and taken to its destination, having picked up quantities of ink. The Journal mechanical staff spent several days sorting out the types.

A Mischief-Maker

CHIEF OF ALL THE NEW YORK DAILY EDITORS

Frank E. Gannett, at the Head of Daily Newspapers in Elmira and Ithaca, Is President of Association of Daily Newspapers of New York State .

Albany, N. Y., Jan. 22.

The New York State Associated Dailies held their annual meeting at the Ten Eyck hotel. A program of particular interest to this newspaper organization was carried out, the session lasting the entire day.

That night officers for the ensuing year were elected as follows: President Frank E. Gannett, Elmira Star-Gazette and Ithaca Journal; Vice-president, H. K. Knickerbocker, Middletown Times-Press; secretary-treasurer, Gardiner Kline, Amsterdam Recorder. Thirty-three of the leading daily papers of the state, outside the largest cities, are members of this organization. It admits to membership only the leading paper of the city represented and for that reason has become a most important association of newspaper men. A banquet was held at the Ten Eyck, following the election of officers. Retiring President A. C. Duel, of the Niagara Falls Gazette, presided. Senator Morris S. Halliday, of this district, was a guest of honor and responded to a toast. Governor Whitman was unable to attend because he was holding a conference with John B. Riley and F. E. Wade, of Buffalo.

Frank E. Gannett
Elmira Star-Gazette.
President New York Associated Dailies.

* * *

WARNING BY THE FRANKLIN-TYPOTHETAE OF CHICAGO

The Machine Composition Houses of Chicago are losing thousands of dollars each year by having Linotype and Monotype Metal stolen and sold to junk peddlers and dealers.

It is a known fact that only in isolated cases can Linotype and Monotype Metal be sold legitimately to junk dealers and dealers at the prices they pay for such metal. Printers of Chicago and vicinity are urged to coöperate with the Machine Composition Houses by not selling metal at a less price than was charged them.

IF YOU HAVE LINOTYPE METAL
TO SELL—CONSULT YOUR
MACHINE COMPOSITION HOUSE
DO NOT SELL LINOTYPE OR MONOTYPE
METAL TO
JUNK PEDDLERS OR JUNK DEALERS

These suggestions are in harmony with a resolution recently adopted.

* * *

MERGENTHALER LINOTYPE COMPANY ANNOUNCES IMPROVED MODELS AT LOWER COST

One of the most important and far-reaching announcements that has ever been made to the trade is contained in the special four-page insert of the Mergenthaler Linotype Company, between pages 200 and 201 of this issue of the National Printer-Journalist. Here will be found a brief summary of the striking advantages of the new multiple-magazine Linotypes.

Readers will be particularly interested in the interchangeable feature of these new models, and as an illustration of the time, labor and money saving possiblities of this very important advantage it is only necessary to mention that the Model 18 uses the regular Model 5 magazines which are also interchangeable with magazines of Models 4, 5, 8, 14 and 19. In fact, the Model 18 is substantially a two-magazine Model 5 Linotype.

Without attempting to go into all, or even part, of the details here we want to call attention to just one feature as an example of the value of these improvements.

In the Model 16, for instance, it is possible for the operator without loss of time and without taking his hand off the keyboard to bring either of the two magazines into the same line at a continuous operation. Briefly, the essential feature of the Model 16 is the ability to mix faces from all magazines in the same line, with the added advantage of having the two full length magazines independently removable from the front of the machine; and the instant change from one magazine to the other by merely touching a button. All the new models are equipped with the universal ejector, water cooled mold disc, universal knife back, etc., and carry all Linotype faces that will run in any other Linotype machine.

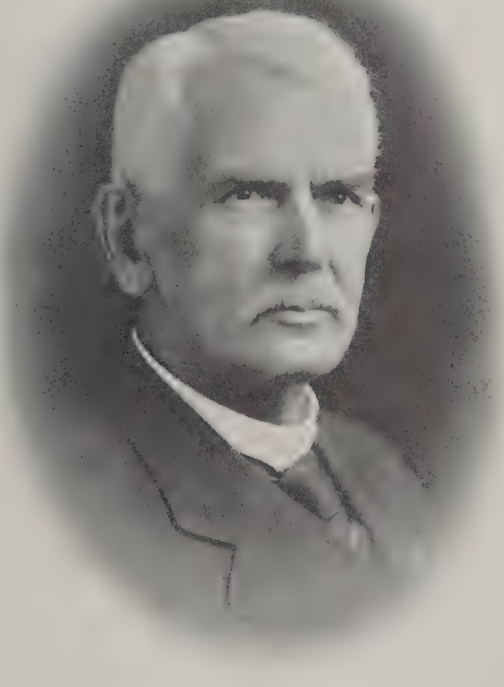
The dollars-and-cents significance of these important advantages will be easily and fully appreciated by print-executives, machinists and operators. A good idea of what these models are, and what they can do, may be had by referring to the insert itself. All type matter used on the four pages is linotype product and furnishes admirable example of the wide range of work possible on the improved multiple magazine Linotype.

Notwithstanding the extraordinary versatility and efficiency of these new models the prices have been made so low and the terms so convenient as to bring the machines within easy reach of every printer. To get all the facts, however, we urge our readers to make immediate use of the convenient coupon in the corner of the last page of the insert.

FIFTY-FIRST ANNUAL CONVENTION, ILLINOIS PRESS ASSOCIATION

Wednesday, Thursday and Friday, May 3, 4, 5, Chicago

COMMENCING the second half century of usefulness to the newspapers of the State under bright prospects, after the celebration of its centennial last year, the Illinois Press Association will hold its Fifty-first Annual Convention at Hotel Sherman on May 3, 4, and 5. As the opening day is the seventy-third birthday anniversary of the editor of this paper, we naturally feel an added thrill of interest. We are assured by the enthusiastic Secretary, J. M. Sheets, that the members of the efficient Executive Committee are heartily coöperating with President W. G. Dustin in the preparation of a program worthy of the occasion.



Wm. G. Dustin, Dwight, Ill.
President Illinois Press Association

President Dustin is not only a successful editor but he is known as a leader among men. He is patriotically and usefully active in State politics and deservedly honored and prominent in political and patriotic organizations. He is, among other things to his honor, Past National Commander of the Sons of Veterans, and is an able and experienced speaker and presiding officer.

This is the second year of the service of J. M. Sheets as Secretary and the first year of his service witnessed the largest attendance at any convention for over a decade, largely due to his untiring efforts to awaken a wide interest in this auspicious occasion. One of the happy proofs of the Secretary's successful and fruitful activity was the presentation by him of thirty applications for membership in the association. We understand that he is at work for a still larger number this year. He can be relied upon to do his duty. Every member should help.

The Illinois Press Association has been of great value to the whole press of the State and deserves and ought to have eight hundred active members enrolled.

Every newspaper publisher of the State has received in actual returns as the result of work of this organization and its officers and committees, tenfold, every year, during the past quarter of a century, all the cost of membership for a lifetime, and the returns might have been doubled every year, through the active coöperation of the editors and publishers as working members.

For this year, among other attractions on the pro-regular program, Arthur Brisbane of world's fame as an editorial writer for the Hearst syndicate of papers. has been invited to deliver an address, as well as Mr. McCutcheon of the Tribune, who is to give his experiences in the World's War. Hon. H. N. Wheeler, an honored member of the Ford Peace Party, who went to Europe, will entertain with a lecture on his trip and its accomplishments. There will be many other interesting things that are good for editors to see or to hear.

The amusement feature has not been overlooked, but will be top-heavy with features. The Association of Commerce will come forward with an unusual banquet and program of addresses on Thursday night at the Sherman. A baseball game at Comiskey Park and theatre parties will be among the entertaining pleasure features.

* * *

"FLOWERS FOR THE LIVING"

Warren, Mich., March 28, 1916.

"In your garden there are many Roses,
Some are white and some are red;
You know that I am very fond of Roses,
But I want them now, not when I'm dead;

"Don't wait to show me your affection
'Till the grass grows o'er my head;
Really, I am very fond of Roses,
But I want them now, not when I'm dead."

Mr. B. B. Herbert,
Chicago, Ill.

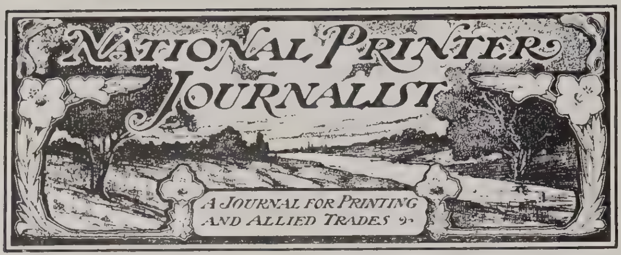
My dear Mr. Herbert:—Gladly do we join with your host of friends and fellow workers in this act of "Flowers for the Living," to your own dear self.

How little you knew, when YOU organized the old N. E. A. of the hosts of true and loyal friends and acquaintances you would make in the years to come and how pleasant, now, to recall the many pleasant memories connected with your long and faithful years of service in the Association, of those who have passed on, of the new friends made, and we trust, that this occasion (when all are heard from) will be one of the brightest spots in your long years of service in the N. E. A.

We enclose check herewith "on subscription."

May your remaining years be many, prosperous and peaceful, and we trust you will be able to meet with us most of these years.

Fraternally yours,
Mr. and Mrs. HOMER HARWOOD.


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO ILLINOIS, APRIL, 1916

Advertising is intended to bring buyers to the store, sales room, or factory, or create a desire to purchase through desirable, economic or profitable features. After these things have been accomplished, it is up to the salesman to make good—to welcome, hold, interest, show and convince. A good deal is being wasted on inside store cards or advertisements. No one goes to a store to read advertisements, nor to be received coldly, treated indifferently, or to be ignored, but to be intelligently shown goods, wares, or machinery, in a friendly, helpful, informing manner. Many advertisers blame publications for not bringing results when the fault is entirely their own. Following up and making good makes advertising good. The most economic method of securing the opportunity to follow up and make good is through advertising in publications that reach those who need the things advertised.

Advertising, to be efficient, should be informing and should be read for information, just as much as any other kinds of news are read. Store news, machinery, or type news can be made intensely interesting and directly helpful.

* * *

There are, doubtless, cases of over-equipment in printing offices, but under-equipment is more general. There should be an attempt to ascertain and show what are the losses in printing offices from lack of material and equipment necessary to the getting out work economically, efficiently, properly, artistically, profitably, in every way satisfactory as to quality and price, and expeditiously. Printers sometimes buy machinery not adapted to their kinds of work, or their lines of work change. In such cases, necessary changes should be made and the equipment adapted to the different classes of work that are to be handled. The economic and manufacturing requirements of a printery should be carefully studied and purchases be made accordingly. Printers, like others, are likely to universally stingy or conservative about puchases and if they are reckless, it is when they do not understand their own needs. It costs money to replace unprofitable machinery or equipment, and the cost looks large because the outlay must be made all at one time, but the cost of running an establishment with inadequate or unprofitable equipment is a great deal larger in the aggregate. It is not so much felt because the cost, which is an absolute and unbelieveable loss, is in a measure unknown or unrealized and is spread out through months and years, and, for the very reasons, tends to ultimate bankruptcy of the establishment. Keeping a plant up-to-date and to all the changing requirements of the business is just as essential as is the installing of the right kind of a plant at the beginning. It will be a good thing in our organizations of printers and publishers, to talk more about proper equipment and less about over-equipment.

* * *

Prices have gone up and keep on climbing, but there is compensation in the fact that business has increased and keeps on increasing. Better high prices with abundance of business and employment, than low prices with poor business or idleness. By the way, now is certainly the accepted and profitable time to advertise with a view to getting the people out of the habit of non-buying, formed in dull times, as a matter of safety, but very unwise when there is increasing necessity for efficiency and ability to meet the demands for production and profitable prompt service.

* * *

Rufus R. Wilson, of New York, recently, in addressing the Salt Lake City Ad Clubs, on community advertising, stated:

> "The best tradegetter in the world is to have a community so well advertised that people will need only to hear it mentioned to recall its characteristics."

The same is true with regard to the advertising of all implements, manufactures, and machinery. Advertising should have in view future sales. It is foolish to expect of advertising only the immediate replies or returns. Buyers are not always in need at the time of first seeing the advertised article, but, if kept in mind, so that when the time the need comes, the thing advertised and is now required to meet their wants, will come to mind, the purchases will be made ultimately and the advertising will have accomplished its purpose for the benefit and profit of all concerned. "Out of sight out of mind," but "keep everlastingly at it" and be in mind at the opportune time.

Advertising is the evangel of trade and trade is the greatest civilizer, and when equitably, honestly and intelligently conducted with mutual satisfaction, is the greatest harmonizing, equalizing, purifying uplifting agency known among the different peoples of earth.

* * *

F. W. Rood, resident manager at Philadelphia, of the American Audit Company, with the broadest possible opportunity for observation, and whose duty it is to know, recently declared, as reported in the Record in an address before the Chestnut Street Business Men's and the Market Street Merchants' associations, that "The retail dealer who fails, now-a-days, to use newspaper advertising is almost certain to be a failure." Advertising must be used to direct the buyer, to create and stimulate the desire to buy or create the demand and to bring the prospective buyer to the store. The newspaper reaches and shows thousands and is instructive in its influence. Only a few hundred pass the door and show windows of any store. and these are bent on their own affairs. Show windows are useful, but they have very little influence except to those who have been attracted to the store with a purpose. The hurrying passers-by rarely see them at all, while circulars are largely wasted, finding their ways to waste baskets, because they come when the attention and the time of the recipients are taken up with other matters. They have not been asked for nor looked for. But, every day and two or three times a day, everybody goes to the newspaper for information, other matters are put aside and attention given to the pages of the favorite newspaper that has been ordered and looked for and these are the times when the minds of readers are open and ready for giving attention to advertising news. However, as we have stated many times, the advertiser must, in the end, do his part, and Mr. Rood added, very properly, on the occasion of his address, on the topic of "Reasons for Retail Failures": "I do not mean, however, that the merchant is bound to get along just because he uses advertising. In the first place, he must be careful just how he does use it, or it will do him no good. Also he must make certain that his wares are attractively displayed so the customer, brought to his store by the advertisement, will be impressed.

"The leaks which invite failures," he said, "are insufficient capital, wrong basis of credit, poor location, rentals out of proportion to the amount of business done, out-of-date merchandise, poor display and incompetent and impolite sales persons." He cautioned against extending credit favors without making seaching investigations.

Newspapers can help themselves and their advertisers by publishing such facts. The Ad Clubs are doing a splendid work in communities for advertisers, but every newspaper should be a whole ad club in itself, along all lines of promotion and education in publicity.

* * *

The steady advance of paper, caused by the embargo on materials from the countries at war, has sent old papers, bindery cuttings and rags up a hundred per cent. An appeal has been sent out to housewives to save their rags and papers to help in the prevention of a paper famine. It reminds one of like appeals nearly a hundred years ago in the early days of paper manufacture in this country. It is up to printers and binders to look after every scrap, trimming or piece of waste paper. Every office should have some kind af a bailer and see to it that every scrap goes into bails and reaches the buyers. There is a good deal of waste about a printing office, and the possible saving, even in small offices, in these lines, is much greater in the aggregate, than most ordinary offices would imagine, besides the material saved for making paper will help to keep the prices down. Who would have thought that even in the matter of rags the World War would be a very considerable injury to this country. We are helping to pay for the cost of the European War in a hundred different ways, despite the homely old saying that "He who dances should pay the fiddler." It all only goes to show how closely in material interests and dependencies, the human family all nations and all peoples are joined in this modern age.

* * *

New York Legislators are being pledged to tax reductions. All states and municipalities could and should demand such pledges followed with prompt performance on the part of legislators and alderman. There must be greater economy in government, fewer and more moderate tax eaters in proportion to tax payers or there will be rapid changes in the next few years amounting to a revolution.

BROAD SERVICES OF STATE UNIVERSITIES

Obligations of Newspapers to Aid and Co-operate—Thoughts Somewhat Militant

THE great services that are being directly rendered by our State Universities are sources of increasing wonder and gratification. Bulletins reach this office from the Universities of Wisconsin, Kansas, Texas, Oregon, Montana, Missouri, and Washington. While we are most directly interested in the accounts of the services that are being rendered to the newspapers through the several schools of journalism, and indirectly, through the newspapers to all the people and all interests; the services rendered directly to farmers, teachers and schools, to mining and forestry interests; to economic research, domestic science, to enginerring, to homes, commerce and industries, to sanitation, altruistic and social work; to securing good roads, good government—Municipal, State, and National—are only second in consideration because they do not come in direct lines with our work for the making of better newspapers.

On account of existing conditions as to national preparedness for defense, our attention, this month, has been particularly called to an article in The University of Wisconsin Press Bulletin entitled, "Sham Battle Planned by University Cadets," that stated:—

> "Retirement under fire" during a sham attack on Madison is the battle maneuver which will form the main feature of the annual inspection of the military corps at the University of Wisconsin when Major Monroe McFarland, of the general staff of the United States army, reviews the work of the student corps on May 8. In preparation much special work is being undertaken by the military department, and Lietenant P. G. Wrightson, commanddant of the university corps, has prepared an extensive program of events to be exhibited."

We have had the pleasure, on several occasions, of witnessing the drills and dress parades of the Cadets of the University of Missouri and have felt that "swelling of the heart" which, as implied by the poet is confined to the training school boy:—

"Were you ne'er a school boy
"And did you ne'er train
"And feel that swelling of the heart
"You ne'r can feel again."

We can feel that swelling of the heart again, just the same, at past three score and ten, by watching the boys train. There is a fascination, a beauty, a harmony, a strength and a patriotic thrill-arousing influence in witnessing the orderly movements of youth and young men, uniformed and accoutered, in orderly movements, keeping even step to fife and drum under the national colors. Such a scene is enobling. The exercises are uplifting to the actors therein and health and strength begetting. They add to nobleness of thought and graceful, erect carriage of the body. They teach, above all else, team-work and, treated as a sport or as an athletic or gymnastic means of development of the body, excell all other methods. We do not believe in militarism or standing armies, or military classes or ambitions, but we do believe in preparedness of every citizen, in body, mind and soul, for defense—for highest service to himself and country, in case of need.

It is a good deal better for students to participate in the strengthening, inspiring, enobling drills of cadets and to strive for excellence and precedence therein than to act merely as fans to some school base ball nine, all the benefits of which are really confined to the members of the nine. There is nothing blood-thirsty, degrading or that tends to a desire for warfare or carnage in military training, or in contests for superior marksmanship. There is nothing therein that is brutalising, or degrading, or that tends to awakening evil passions. There is, however, the best of comradship; there is an inspiration for each to do his best, to do team work in order that the cadet company, regiment or battalion, may be the best as a whole in drill, marching, evolutions, and maneuvers. There is an inspiration, for each must do his best for the good of all, and there are important lessons as to how much derelictions of one reflect upon and injures the organized body of cadets. There is a healthy rivalry, not alone for the benefit of one's self, but for the benefit and glory of all his comrades, for the whole company of which the one is an integral part and in the perfection of which he shares. There is a lesson that the excellence of one is for the good of all; that there can be no marked attainment of all, as a unit, unless each does his best. There is above all this, the inspiring spirit of love of country and the country's flag, with a feeling of preparedness and fitness, if ever it should be necessary, to defend the flag or his country's rights and liberties, and to guard the lives and the homes of his fellow countrymen. For such reasons, every school should have its organization of cadets and every boy or young man should be trained as a citizen soldier. The country that is weak or deficient in its preparedness for defense invites attack. Unpreparedness and not preparedness is the cause of war. Switzerland with 8,000,000 population, has 500,000 citizen soldiers inspired with highest patriotic devotion and no one attacks the little Republic. The risk and cost would be greater than any possible gain, besides the spirit of the people is unconquerable. Every citizen is taught to shoot straight and to live straight, in superior devotion to his country from boyhood. On the same system as that of Switzerland the United States could have and maintain a citizen soldiery of ten million with little more than is now expended on our army and to the great benefit of those who should give a portion of their time to such training as would fit them to become efficient defenders of their country and at the same time make them stronger, abler, more alert, healthful and efficient men and citizens.

He who thinks or teaches otherwise is ignorant of all the lessons of history and of the underlying philosophy of existing conditions, or else is a poltroon, or a venal miscreant, who would sell his country for foreign gold or applause, or else someone like Benedict Arnold, some egotistic, selfish, place-seeking demagogue, or blatherskite, neither farmer, lawyer, journalist, statesman, nor useful member of any other calling, but wholly taken up in the dreams of holding high official position, who soured by being repudiated by the people, in his seeking high position, has become vengeful and is ready to see his country placed at the mercy of foreign nations through lack of preparedness, just as Arnold became soured and turned traitor because he had not received what he considered deserved promotion and consideration.

Any citizenship that is not worth being prepared to defend by every one enjoying such citizenship is of very little value. Back of physical preparedness must be the preparednes of intelligent patriotism, loyalty to the duty and to the rights of men and nations, and a full understanding of what are those rights in view of all the relations of governments, of commerce, of interlocking industries, of the freedom of the seas and the right of peaceful travel, or change of residence and social intercourse. We had not intended to dwell so much on this great service of preparedness for defense of one's country, liberty and independent government, that is being rendered, and should be more generously rendered by our State Universities and by all the schools, but the conditions of the world war and questions and possibilities arising therefrom took control of our thought and we have written what we have written under this impulse, and let it stand. We have only partially enumerated the great services of our great educational institutions. These services extend beyond the States and reach out into the great fields of philanthropy, in work that, however, will result in benefits to the whole nation, to the commerce of our people, and to the upbuilding of higher civilization; to world peace and greater, general prosperity. In this Bulletin, from which we have quoted with regard to military training, we find the following:—

> "The Wisconsin representative in China to aid in the social, educational and religious work that is being carried on by American college men in that country, was assured when $2,000 was raised in a campaign for funds at the University of Wisconsin last week. Students contributed $1,200 of this sum, and members of the faculty contributed $800.
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> "John L. Childs who graduated from the university in 1910 and is now one of the student secretaries of the international committee of Y. M. C. A., has signified his willingness to act as representative of the University of Wisconsin and will sail for China early in summer."

Here a splendid spirit is shown and a needed work undertaken—founded in wisdom, patriotism, and philanthropy, worthy of a great University, supported by a free people. The faculty and students deserve honor and highest consideration and praise for such an undertaking. Those who go out of their way, in such an undertaking, to help others in need, help themselves, their country and humanity, and, at the same time, show their own love for and thankfulness for, and their practical faith in, the social, educational and religious institutions and advantages with which they are blessed in this land of liberty, of free schools and of religious freedom.

But here is "The News Letters" of the University of the State of Wisconsin in which the first announcement is made of the open summer school to teach summer classes, the instructors in which, twenty-six in number, are drawn from leading institutions all over the Union from Texas to Massachusetts, suggesting and securing the benefits of a unifying of educational efforts and methods through interchange of teachers throughout the land, and of the utilizing of the great educational plant, through a time that it would otherwise be idle. Other universities are carrying out the same method. There is planned a traveling course for geology students through Yellowstone Park and the Glazier Park.

Then the University of Wisconsin announces:

> The second State Conference of Printing and Newspaper Publishing will be held June 1-3, according to the action taken by the executive committee of the Wisconsin Federated Printing and Press associations at its last meeting.

Many Wisconsin editors are securing articles from Madison news sources and students in the course in journalism at University of Wisconsin are gaining valuable experience as the result of the letter to state editors in the Press Bulletin of January 19, suggesting that they send assignments for the student reporters to cover for practice.

Among the Wisconsin papers which have sent assignments to the students are the Whitewater Register, Fond du Lac Reporter, Lancaster Teller, Luxemburg News, New London Press, New Lisbon Times-Argus, Marinette Eagle Star, Wausau Record Herald, Prairie du Chein Courier, and Equity Pilot of Milwaukee. Many students are now busy on other articles for papers of the state.

We might continue, indefinitely, showing like work in connection with other State Universities, and similar announcements will appear, from time to time, in these pages as news items, but we have given sufficient to show how practically helpful our State Universities have become, how far they have advanced from the mere humdrum curriculum of dull book memorization, and got right in touch with the people and all their interests and institutions—how helpful they have become to that other, greater educational force—the public press, and how important and obligatory it is for the newspaper to aid and co-operate with the universities and all other institutions of learning that form parts of the great patriotic and beneficial American system of free education, absolutely necessary to the stability and continuance of free institutions, of government by the people and for the people.

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Under the caption of "Advertising and Silos," the St. Joseph, Mo., News gives the following illustrations, that might be multiplied a hundredfold, of how advertising has helped progress, employment, increased production and profit:

It is said that were it not for the power of advertising, it would have been impossible to distribute the phonograph. That undoubtedly is true, and the talking machine is only one of hundreds of articles that are now standard that without advertising would have been known only to the few. The same is true of silos, which now dot the landscape. Their introduction was due entirely to advertising. In three years more than 10,000 have been sold in practically each of the great Middle Western states. Think what this means in the expenditure of money, the work it meant for mechanics, the construction or buying of machinery for filling them, the impetus it has given the dairy industry, the employment they have furnished. The efforts are far-reaching and tremendous. Add to that the freight paid to the railroads, the money handled to the benefit of the banks; the increased revenue to the farmers that has resulted; the increased production that keeps the cost of living from mounting still higher. Yet there are many people who underestimate the force of advertising.

MEETING OF CONNECTICUT EDITORS

Milford Man Re-elected President — Talk of Raising Prices on Subscriptions.

New Haven, March 14.

The Connecticut Editorial Association held its annual meeting in the banquet room of the Hotel Garde at 1:30 yesterday afternoon. The annual reports were submitted and officers were elected for the ensuing year as follows: President, Fred W. Lyon, of the Milford Citizen; secretary and treasurer, Arthur S. Barnes, Bristol Press; vice-president, for New Haven county, E. G. Hill, New Haven Register; for Hartford county, W. J. Hill, Manchester Herald; Fairfield county, D. W. Workman, Ridgefield Press; Litchfield county, J. M. Rodemeyer, Connecticut Western News; Windham county, L. O. Williams, Putnam Patriot; New London county, Theodore Bodenwein, New London Day; Middlesex county, E. L. Prann, Deep River New Era; Tolland county, Lewis McLaughlin, the Stafford Spring Press; auditor, W. C. Sharpe, the Seymour Record.

After the reading of the reports, a general discussion was held on the subject of the rates of weekly publications of the state.

The discussion was introduced by the president, Fred W. Lyon of Milford, who advocated that the subscription rates for weekly papers should be increased to $2.00. He stated that he had done this in two places, Greenwich and Milford, with success and without losing names from the subscription list. In the general discussion which followed, opinions were expressed by Warren L. Hale of East Hartford, Willis O. Jones of Westport and Lewis McLaughlin of Stafford Springs, all of whom did not think the raise of subscription price was justified. D. W. Workman of Ridgefield and John E. Hersam of New Canaan more or less favored the raise of price. It is very evident that the conditions in different localities would govern whether or not it would be possible and prudent to raise the price of subscription.

All of the offices have been obliged, on account of the tremendous increase in the cost of paper stock and ink, to increase their prices for job work.

Preparations were made for the entertainment on June 24 of the members of the National Editorial Association, whom the Connecticut editors will invite here after the conclusion of the national convention to be held in New York City.

The following were elected as a committee to take charge of their entertainment: George C. Woodruff of Litchfield, Everett G. Hill of New Haven, Frank G. Macomber of the Hartford Globe, F. W. Lyon of the Milford Citizen and Arthur S. Barnes of the Bristol Press.

William Harrison Taylor of Hartford, the founder and first secretary and treasurer of the association, was elected an honorary member of the association.

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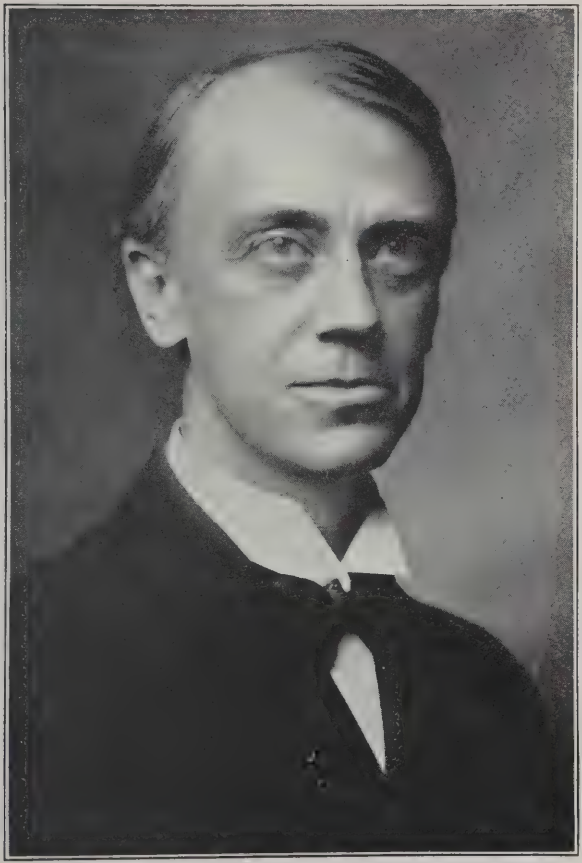
J. K. Groom, for ten years advertising manager of the Aurora (Ill.) Beacon-News, has been appointed manager of the department of National Advertising for the Beacon-News and Elgin Courier. The papers are under the same ownership and management. The advertising of the papers has grown to such proportions it has become necessary to make a distinct department of the "national" business.

Brief Biographies of Some of Those who will Deliver Addresses or Make Committee Reports at the New York Convention, of the N. E. A.

(Biographies will be concluded in the May issue)

SUMMARY OF THE USEFUL CAREER OF WALTER WILLIAMS, L.L.D., DEAN OF THE UNIVERSITY OF MISSOURI

The life of Walter Williams, a Past President of the National Editorial Association, who presided at the ever memorable convention at Asbury Park in 1894 and is on the program of the convention to be held in New York City June 19-22, this year, has been largely devoted to signal service for the promotion of journalism.



Dean Walter Williams, School of Journalism, Columbia, Mo.

He was born at Boonville, Mo., July 2, 1864. He married Miss Hulda Harned, daughter of Mr. and Mrs. George Harned of Vermont, Missouri, June 30, 1892. He was editor and part owner of Boonville (Missouri) Advertiser 1884-1889, at twenty years of age and publisher of the same. Editor Columbia (Missouri) Herald, 1890-1908; established the Country Editor (monthly), 1895; editor St. Louis Presbyterian, 1897-9; Daily State Tribune, Jefferson City, Missouri, 1898-1902; dean of the School of Journalism and professor of the theory and practice of journalism, University of Missouri since July 1, 1908. President, Missouri Press Association, 1887.; president, National Editorial Association, 1894; president for North America of International Press Congress, Berne, Switzerland, 1902; organizer and secretary, World's Press Parliament, St. Louis, 1904; chairman executive board of curators, University of Missouri, 1898-1908; commissioner, St. Louis Exposition to foreign press, 1902-4 and traveled in Africa, Asia and Europe in exposition interests; director, International Press Congress of Panama-Pacific International Exposition, San Francisco, 1915, at which congress he was elected president of the World's Press Congress, to be held at Sydney, Australia, in April, 1918; Fellow of the British Institute of Journalists; in 1913 was awarded the Kahn Fellowship for foreign travel of American teachers, spent a year in travel and study of foreign press.

Prominent in Presbyterian church, is ruling elder; moderator, Missouri Presbytery, 1899; commisioner, General Assembly, 1899, delegate, Pan-Presbyterian Council in Scotland 1899.

Author: Some Saints and Some Sinners in the Holy Land; The State of Missouri; History of Missouri; Missouri Since the Civil War; Eloquent Sons of the South; From Misssouri to the Isle of Mull; The Practice of Journalism; The World's Journalism.

Three children: Walter, Jr. (deceased); Helen Harned Williams, senior in University of Missouri; and Edwin Moss Williams, aged 12.

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THE EDITOR OF THE NATIONAL MAGAZINE, BOSTON

Asked by President Rountree to Make Response to Opening Addresses at the N. E. A. Convention in New York City June 16.

He just seems to know everybody does Joe Chapple of Boston. He is an editor of National and International reputation and acquaintance. His literary title is Joe Mitshell Chapple, Editor of the National Magazine, Boston, but he is better know as plain "Joe." He is altogether a unique figure in the publishing world of today. A paragraph in the London Daily Mail of England insisted that "Joe Chapple knows more prominent men than any other one individual in the world."

Ever since he began his career in a printing office as as a "devil," at the age of twelve years, Joe seems to have had a way of getting acquainted. Among his earliest friends were the Congressmen from his district, Speaker Henderson and Senator Allison. He was the proud "editor and proprietor" of a weekly newspaper at the age of sixteen years and has looked a weekly pay-roll in the face in a publishing and printing plant ever since that first venture.

In the early days he published a paper in North Dakota and later a daily paper at Ashland, Wisconsin. In 1897 he bombarded Boston and associated himself with the "Old Bostonian," the name of which was changed to the National Magazine at the suggestion of President McKinley. The property was purchased by Joe Chapple and his brothers in 1901 and is now published from one of the largest printing and publishing houses in Boston.

For over twenty years Joe Chapple has visited Washington every month obtaining material for his readers. He writes in the magazine as he would write a letter to a friend. There is hardly a public man in the United States or even Europe that he has not met and made a friend. His work reflects a genial and buoyant disposition which makes him so popular with busy men and celebrities. Although he has never taken up lecture work, he is often in demand as a speaker on important occasions which his ready and eloquent tongue always graces and his talks of "Flashlights of Public Men" have been most enthusiastically received.

Joe Mitchell Chapple, Editor National Magazine, Boston, Mass.

On his first trip to Europe in 1894 he interviewed Gladstone, Bismark, Sir Arthur Sullivan, and other notables and while there wrote "The Minor Chord," a novel which was highly commented upon by English critics and which enjoyed a very large sale. Later he published a novel entitled "Boss Bart—Politician" and "Mark Hanna—His Book," both of which proved very popular. In addition to these books, he organized and carried through to completion a series of world-renowned books known as "Heart Throbs and Heart Songs." With the assistance of 50,000 people he began a series called "Books the People Built," the circulation of which is rapidly approaching the million mark and known in almost every home in the country.

There are very few people outside public life, so widely known as Joe Chapple. Everybody seems to know him or know about him. His letter-file is a museum of famous autographs and curios gathered from his world-wide acquaintace. He is just an all-round, big-hearted, genial human being who knows how to adapt himself to any audience or circumstance. Is it a wonder that Joe Chapple occupies a unique place among the people of his time?

There is seldom a convention of any kind Joe Chapple does not attend, meeting people in crowds or groups or as individuals, his travels extending over two hemispheres he recruits his friends all the time. He is as likely to turn up at the Isthmus of Panama or in Egypt, or at a diplomatic soiree of an Embassy in Europe, as he is to suddenly appear with cowboys of the West, or in Mexico with the hostilities of war roundabout. His memories and reminiscences furnish an oracular "Who's Who" and his friends insist that if he were to make a trip to the moon he would soon make himself at home and get acquainted with the man who is running things there.

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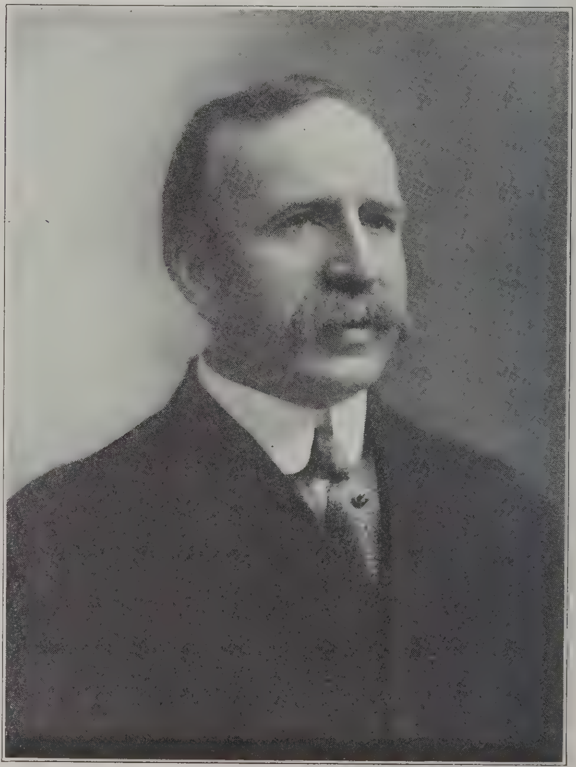
E. H. TOMLINSON

Vice-President National Editorial Association.

Will Make an Important Report as Chairman of Advertising Committee

Mr. Tomlinson was born on a Pennsylvania farm in 1866, and received a common school education, finishing with a few months at business college. He worked at home with his father until 1890, before home conditions permitted his carrying out a long cherished ambition to enter the newspaper field. After experience in the mechanical end on a number of weeklies, he concluded his apprenticeship for newspaper ownership at Trenton, N. J., working on the dailies of that city as



Mr. E. H. Tomlinson, "Record," Morristown, N. J.
Vice-President National Editorial Association

reporter and city editor for several years.

In 1900 he moved to Morristown, a county seat and commuter town in the same state, and established the Daily Record. He was attracted to this place by the fact that although it had a population of over 12,000 it had no daily—probably the only county seat of the size in the United States at that time not served with the local daily news. He and Mrs. Tomlinson, whose assistance and counsel proved most helpful, found the fight for recognition an up-hill one at first, but the venture was soon paying a small profit. The business has grown steadily from the first year and has now a fine, well-located building of its own with complete modern plant of linotypes, perfecting and other presses, etc. The paper has a splendid circulation and advertising patronage and the prestige that comes from doing things that are a credit to it and a benefit to the public.

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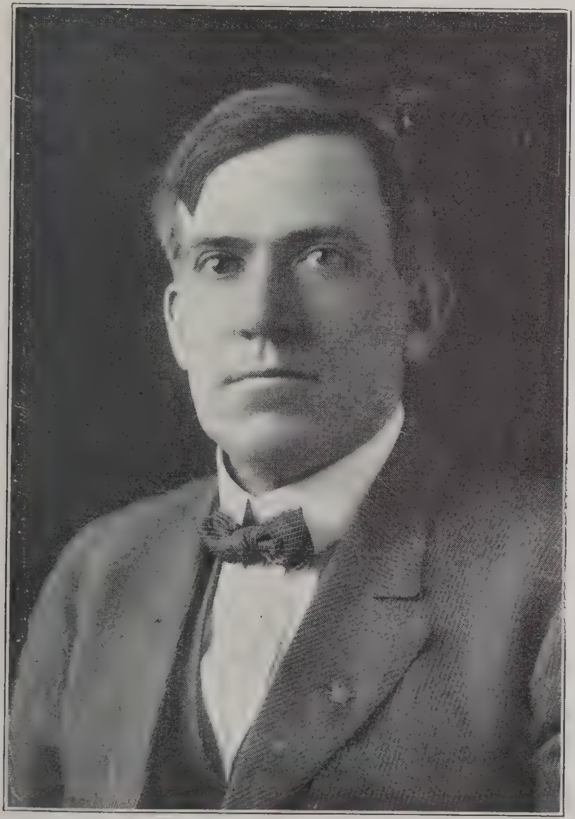
GEO. E. HOSMER

Will Report as to Plans and Work of Legislative Committee

Chairman of the Legislative Committee of the National Editorial Association and the 30th president of the association, has been active in newspaper work for over thirty years, although he has just passed the fiftieth milestone in life. Born near Onarga, Ill. Educated in country schools of Kansas, with a short period in Kansas State Agricultural College, where he specialized in printing. Began newspaper work before he was eighteen and before he was twenty was conducting his first newspaper, at Dexter, Kansas. He came to Colorado in 1887 and established the Springfield Beacon, which he sold after making it a paying proposition. Spent four years in New Mexico in newspaper work. In 1893 came to Denver, and did newspaper work for some time. In 1896 went to Trinidad as editor Daily Advertiser, which paper he later purchased and conducted until 1904 when he sold it. From there he went to Fort Morgan, Colorado, and purchased the Morgan County Herald which he soon made one of the leading newspapers of the state. Mr. Hosmer continued in control of the Herald until early in 1914 when he was appointed Collector of Customs for the District of Colorado by President Wilson. Has always taken an active part in upbuilding the communities in which he has lived. Serving as president of Chambers of Commerce, etc. Active in politics, always working for the improvement of civic conditions and especially looking after the interests of the masses.



Geo. E. Hosmer, Denver, Colo. Thirtieth President, National Editorial Association

Mrs. Geo. E. Hosmer, Denver, Colo.

Has always taken an interest in newspaper association work and has been member National Editorial Association since the meeting in Hot Springs, Arkansas. Is member of executive committee Colorado Association and has been for many years. He served as president of the association in 1909. Is director of Denver Press Club, and has been secretary Democratic Editorial Association of Colorado.

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MRS. KATHERINE TIPTON HOSMER

Katherine Tipton was born in Peoria, Ill., daughter of Judge and Mrs. Francis M. Tipton. Judge Tipton now lives at Trinidad, Colorado. She secured her general education in Peoria schools, supplementing this by specialization in literature, law and music. She was ready to begin practice of law at age of 17, but out of deference to her mother's feelings, who did not want her daughter filling a man's place in the world gave up the idea of becoming a lawyer and became a newspaper writer

Mrs. Hosmer has done newspaper work for many years, and was an occasional magazine writer, having had several articles published in leading magazines and periodicals.

She has always helped her husband in his newspaper work, and she is editor of the Colorado edition of the General Federation of Women's Club Magazine. Does considerable club work, prominent socially, but does not let any of these interests interfere with her home life. Has raised a son who is a credit and is taking a course of study for newspaper work and is raising a small daughter who is a joy to her loving parents.

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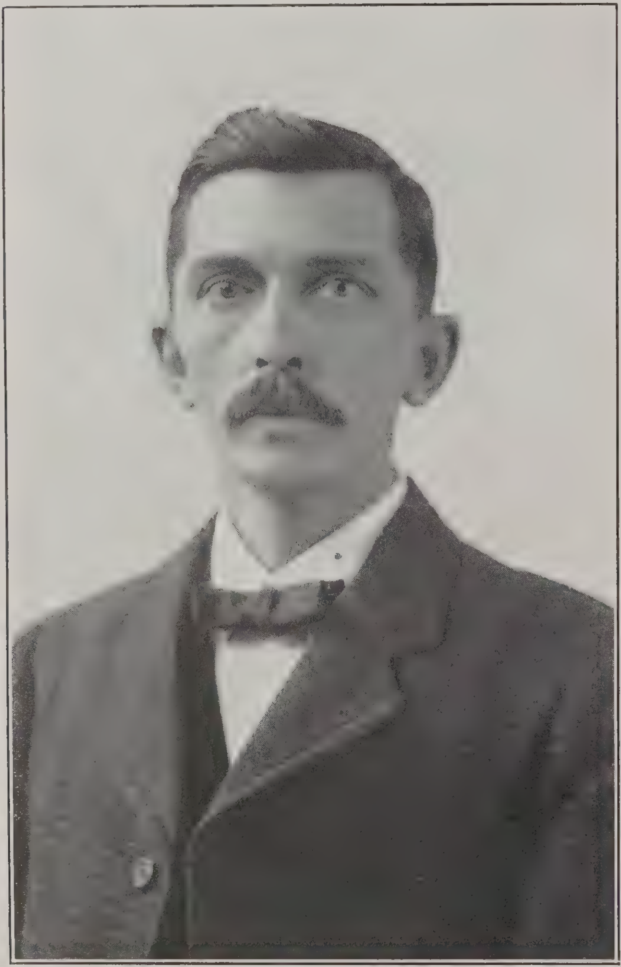
GEO. W. WAGENSELLER, A. M.

Geo. W. Wagenseller, of Middleburgh, Pa., born April 27, 1868, is one of the most gifted and most successful country weekly newspaper editors in the United States.



Mr. Geo. W. Wagenseller, "Post," Middleburg, Pa.

Having graduated from Bucknell University, Lewisburg, Penn., in June, 1892, he embarked in the newspaper business, St. Patrick's day, March 17, 1894, as proprietor of the Middleburgh Post, Middleburgh, Pa., where he is still wielding the editorial pen. The newspaper then had a circulation of 1300 copies, and since 1910, not an issue of the paper has been less than 5,000 copies, and many have been considerably more.

Middleburgh is a town of less than 1,000 population and there are six other weekly newspapers in the county. The Post claims a circulation larger than the circulation of the other six weekly newspapers combined, and strange to say, the etatement has never been questioned or alluded to in any way by any of the six newspaper competitors.

Editor Wagenseller's success in the newspaper field brought him full acknowledgement by his newspaper brethren in the Keystone state by having received an unanimous election at three different times (1) as President of the Pennsylvania State Editorial Association; (2) President of the Pennsylvania Weekly Newspaper Association and (3) Secretary and Treasurer of the latter body and declined a re-election to the latter position a year ago.

Our newspaper friend, on the side, has done a few things in the industrial world. He was the prime mover in the organization of the Middlecreek Electric Company, a quarter of a million dollar corporation, which by mergings, has grown to a three million dollar corporation, and for six years was a director and secretary of the body. His county (Snyder) has a net work of telephone wires, owned by the Middlecreek Valley Telephone Company, a corporation of which he has been a director and its secretary since its organizetion in 1910.

In the book world, he has been a very busy author and publisher, having compiled the following: "The History of the Wagenseller Family in America" (225 pp); "Snyder County Marriages," 250 pages; "Snyder County Tombstone Inscriptions," 266 pages, "Theory and Practice of Advertising," the only text book on advertising in the world; and "Wagenseller's Advertising Lessons."

Mr. Wagenseller is the directing force and the active manager behind one of the most complete country newspaper plants in America, having recently added the latest Model No. 8, Linotype and not long ago, declined to consider a cash offer of $20,000 for his plant and newspaper.

R. E. Capron, Advertising manager, Springfield, Mass., says: "I wish every country publisher in the United States could see a copy of the Middleburgh Post. It is an Inspiration." Hollis Corbin, New York City, says: "The Middleburgh Post is the most successful small-town newspaper in America." The Publishers' Guide, (July 1912) says: "The Middleburgh Post, is considered unique in the history of the country newspaper business in that it has attained a greater circulation in a smaller territory with more competitive newspapers than any other newspapers in the United States."

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A GOLDEN OLD AGE AND A GOLDEN ANNIVERSARY

Past President A. O. Bunnell, of Dansville, N. Y., who is to deliver a "Historical Address at the Thirty-First Annual Convention of the National Editorial Association in N. Y. City, June 19-22, celebrated his 80th birthday, March 19, 1916; but it was on April 9th, 1913, that he and his good wife enjoyed the golden anniversary of their wedding day which was made joyous by the presence and congratulations of many of their old friends and neighbors. Telling of this happy occasion, the Dansville Express of April 10th, 1913, contained the following, which is pleasant and proper to recall at this time.

"On the 9th day of April, 1863, Mr. M. O. Donnell, then publisher and editor of the Dansville Advertiser, and Miss Anna McClure Carpenter were married at Lyons, N. Y., by the Rev. H. N. Brown, and returning to Dansville at the end of a brief wedding journey they began the married life which has rounded out to full fifty years, the golden anniversary of which was so fittingly observed at the commodious home of Mr. and Mrs. Bunnell, 'Topcol' on the hillside. The fifty years just passed has been filled with joy, mixed with sorrow, but through them all these friends have shared the esteem and affection of many who long ago recognized the excellent qualities of heart and mind of both and who came together yesterday to pay tribute to these virtues and to offer congratulations aand rejoice with them at the termination of this long and fruitful period of their lives.

The parlor and dining-room were profusely decorated with white carnations and daffodils, the color scheme being white and yellow.

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"'Age is opportunity no less
Than youth itself, though in another dress.
And as the evening twilight fades away
The sky is filled with stars invisible by day.'

"In the evening at an opportune time there was a a moment when the activities were suspended and Mr. Stowell in a few words of genuine heartiness addressed to Mr. Bunnell presented him a purse containing $100 in gold pieces which came from his editorial friends in different parts of the state. It was an unexpected gift and nearly took Mr. Bunnell "off his feet," but he recovered in a moment and accepted it in the same spirit in which it was tendered."

In its issue of March 9, 1916, when Mr. Bunnell was to become on the next day a venerable octogenarian, in speaking of this later anniversary, the Express gave a brief review of the useful life, sixty-four years of which had been lived in Dansville, stated:

"Mr. Bunnell was born in Lima March 10, 1836, and came to Dansville to live in 1852, two years later than the arrival of the writer. He learned the printing trade in the Dansville Herald office established the Dansville Advertiser in 1860 and conducted it until 1908. His aim when he started the Advertiser was to make it one of the best county weeklies in the state, and the readers of the paper know how far he reached in his earnest endeavor. Mr. Bunnell never held a political office nor did he ever seek one, but his life has been spent in literary pursuits. He early allied himself to the editorial associations of the nation and state, having been elected president of both, and for more than half a century he served as secretary to the New York State Association and after declining another election two years ago he was elected honorary secretary for life. He has always been popular with his newspaper brethren and he has had presented to himself many handsome testimonials of their esteem.

"Mr. Bunnell has a delightful home located on the hillside overlooking the Genesee Valley, where in the company of his wife and children Mr. and Mrs. Albert W. Hartman he speaks much of his time in reading and writing, his interest in these pursuits being as active as ever. The friends of Mr. Bunnell wish for him in his declining years good health and a full measure of happiness."

It is expected that both Mr. and Mrs. Bunnell will be in attendance at the New York Convention in New York City.

* * *

MRS. H. C. HOTALING

Janie L. Mann was born at Lodi, Wisconsin, and moved with her parents to Minnesota in 1880. She attended high school in Hutchinson; taught in the country schools of McLeod county. Later she graduated at Mankato Normal School, then taught in the public schools at Fairmont and Hutchinson and also in the state summer training schools for teachers. She was married to Herbert C. Hotaling of the Mapleton, Minn., Enterprise in 1889 and since then has been active in newspaper work.

Mrs. H. C. Hotaling, Mapleton, Minn.

She has been prominent in Eastern Star and Rebekah work having served as worthy matron of the Eastern Star and honored with the presidency of the Minnesota State Rebekah Assembly I. O. O. F. in which work she visited all parts of the state and also assisted in the organization and locating of the Minnesota home for aged Odd Fellows and orphaned children. Is president of the Women's Study Club of her home town. Chairman of the committee on rural club work of the district federation of Women's Clubs and on the legislative committee of the state organization. Is thoroughly familiar with editorial work having frequently taken entire charge of the Enterprise office in the absence ot her leige Lord.

NEWSPAPERS WILL BE INSTRUMENTAL IN MAKING OVER WORLD

DEAN WALTER WILLIAMS

Honored Guest at Dallas, Texas, Dinner

Says Schools of Journalism Are Seeking to Dignify Profession and Make It More Worth While

(From the Dallas Morning News, March 25.)

In this epoch and in the thirty years to come the world is going to be largely made over and the newspapers of the world are to be the chief instruments in this remaking, is the opinion of Walter Williams, founder and dean of the University of Missouri School of Journalism at Columbia, Mo., and president of the World's Congress of Newspapers. Mr. Williams was in Dallas yesterday afternoon and last night, on his way from the University of Texas, where he attended "Journalism Week," to his home at Columbia.

Dean Williams was the guest here of the Dallas News. Last night he was the honor guest at a dinner at the Adolphus Hotel, at which he met executives and members of the staff of the the News and the Evening Journal and discussed his impressions of the world's newspapers and their growing functions. He will leave this morning for his home, stopping at Muskogee, Ok., to deliver an address.

Although now a college professor, Dean Williams is, as he expressed it, "primarily a newspaper man" and he is enthusiastic for the work and the opportunities foı public service offered. His talk last night was a keen and sympathetic analysis of the newspaper types of the world and he declared that he came home from a recent trip around the world, during which he visited more than 2,000 newspapers of "all languages, races and colors, prouder than ever that I am a newspaper man in this epoch."

He said that he had rather be a newspaper man in the next thirty years than to follow any other profession in any other stage of the world's history. "For the newspapers that realize their opportunities are going to be the chief agents in the making over of the world, not so much through their editorial pages as through their presentation of the news, portraying the progress of the world," he said, "and the newspapers will be made a new weapon for the spread of democracy."

Four Great Types

Dean Williams declared that there are today four great types of newspapers, the American, the British, the German and the French. In interesting and often witty manner he told of the distinguished characteristics of each. He said the American newspapers outstrip all others in independence and freedom of thought—freedom from partisanship and bias. He told of merits of newspapers of others lands, paying high tribute to those of Australia, and giving illustrative anecdotes of his experiences in various lands.

"The American newspaper," he said, "represents truly the spirit of the American people. It is restless—yes—but so are the people; it is sometimes fickle, sometimes inconsistant, sometimes lacking in reverence, and so are the people at times. It is charged with over-emphasis of commercialism, and so again are the people. In the speed, the seeking for novelty, the sensationalism so often charged, also, the newspaper is like the people. But through it all there is a spirit of unselfish service in the newspaper world—a true altruism surmounting all faults. So it is with the American people. The faults are on the surface but underneath is the real, substantial public service.

"More and more newspaper men all over the world, I found, are taking their calling seriously, as the interpreters of the day's life for the better of the community in which the lot of each is cast. There is the purpose of making a living, but not that alone—there is also the greater purpose that their communities shall be made better by their work."

He spoke of Pasteur's declaration that "democracy permits of effort," and said that it gives every man a chance. and the newspapers will help in bringing that end. That, he said, is his idea of the new journalism. In India he had talked with one man who had said this is a fine world, but not finished yet, and "won't we newspaper men have a fine time finishing it." That man's words had seemed to him the right idea of newspaper service.

Would Dignify Profession.

He said the schools of journalism are seeking to dignify the profession and to make it more worth while. He appealed for the help of all newspapers toward a larger horizon, a broader vision, and for the reformation or elimination of all those in the profession who do not come into it with clean hands and high purposes.

Dean Williams' remarks were much applauded, and in round table talks that followed gratification was expressed by those present that they had had an opportunity to hear him. In his talk Dean Williams took occasion to say that no list of the "100 greatest newspapers of the world" could be compiled without incluing the Dallas News, and that indeed, such a list prepared by himself had included the News.

The following were present: Dean Williams, George B. Dealey, C. Lombardi, Hilton R. Greer, Frank A. Briggs, H. C. Withers, DeWitt McMurray, J. J. Taylor, J. W. Mahan, Jr., Robert R. Penn, M. W. Florer, Alonzo Wasson, K. K. Hooper, W. H. Benners and H. A. Gascon.

⁂

THE NATIONAL PRINTING EXPOSITION

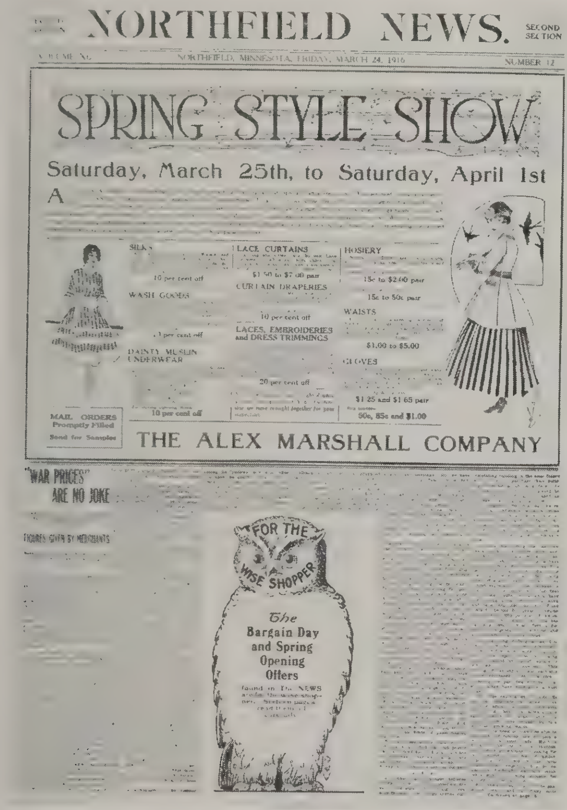
From Harry A. Cochrane, Manager, Madison Square Garden, New York

Below are the names of some who have agreed to serve on the Honorary Advisory Committee of the Third National Printing, Lithographing and Allied Trades Exposition to be held in Madison Square Garden, Sept. 30th to October 7th, 1916:

Gustave Zeese, of Zeese Wilkinson Company.
H. W. Casler, Division Advertising Manager New York Telephone Company.
George C. Sherman, of Sherman & Bryan.
Jacob Nacht, of Union Card & Paper Company.
Frank R. Atwood, Manager, Intertype Corporation.
J. W. Schilling, of The Schilling Press, Inc.
Irwin H. Dexter, Sec'-Treas., Clark Flexible Coupling Company.
Edward Epsteam, of the Walker Engraving Company.
R. A. Jonas, of Chas. S. Jonas & Bro.
Joe Mitchell Chapple, Editor National Magazine.
W. C. Buchanan, of Golding Mfg. Company.
Jas. W. Brown, Editor "Editor & Publisher."
Chas. Edgar, of Edgar Printing & Stationery Company.
A. J. Powers, Pres., Powers Photo-Engraving Company.
Walter E. Robbins, of Loring Coes & Co., Inc.

SPRING OPENING EDITION

THE Northfield, Minn., News, Herman Roe managing and Lendwig I. Rive associate editor, issued a "Spring Opening Edition" on March 24. The plan seems to be attractive and promising as to profits, popularity and general satisfaction. The "spring opening" was from March 25 to and including April 1. Wednesday, March 29, was special bargain day, and was the fifth in a series of special days arranged for the buying public by the Northfield Ad Club. Pages twelve and thirteen of this issue of the News contained a double page co-operative advertisement which is reproduced herewith in reduced size by thirty-six merchants listing bargains for bargain day. Co-operative advertising is proving profitable, and is promotive of more advertising. Merchants will go into a page or a couple of pages with other dealers who would not advertise separately.



NORTHFIELD NEWS. SECOND SECTION

NORTHFIELD, MINNESOTA, FRIDAY, MARCH 24, 1916 NUMBER 12

SPRING STYLE SHOW

Saturday, March 25th, to Saturday, April 1st

SILKS

10 per cent off

WASH GOODS

DAINTY MUSLIN UNDERWEAR

10 per cent off

LACE CURTAINS

$1.50 to $7.00 pair

CURTAIN DRAPERIES

10 per cent off

LACES, EMBROIDERIES and DRESS TRIMMINGS

20 per cent off

HOSIERY

15c to $2.00 pair

15c to 50c pair

WAISTS

$1.00 to $5.00

GLOVES

$1.25 and $1.65 pair

50c, 85c and $1.00

MAIL ORDERS Promptly Filled Send for Samples

THE ALEX MARSHALL COMPANY

"WAR PRICES" ARE NO JOKE

FIGURES GIVEN BY MERCHANTS

FOR THE WISE SHOPPER

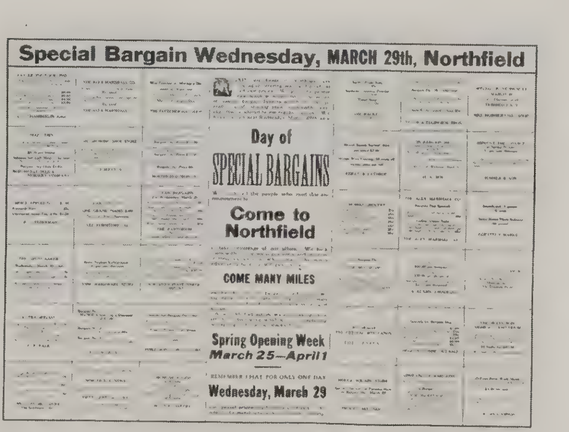
The Bargain Day and Spring Opening Offers

There is a drawing force in the idea of going in with other fellows and then it is certainly reasonable to believe that thirty-six advertisements by a many dealers in varying kinds, offering special bargains at the same time, will have a multiplied power or force in drawing trade especially from out-of-town buyers.

The reproduction of page 9 shows that special advertising was by no means confined to the double page in which the thirty-six merchants co-operated.

In an article on the first page, devoted to the "Spring Opening" and "Bargain Day," the News states:

> The pages of the News, from one to sixteen, contain the announcements of the city's merchants who are ready to make a positive bid for business. They extend an invitation to the people who have wants to supply, and who are looking for stores ready for their patronage. These ads merit careful reading.
>
> A study of the bargain day ads will reveal something of direct money interest to all the different classes of people in the Northfield trade territory. There are offers in seasonable goods that will appeal to the farmer and his family, to the town residents, to young people in schools. In order to take proper advantage of the bargains that are offered in the columns of the News the reader should save this copy of the paper. Any citizen who will read the advertisements in this issue will find something that he will want and which he can save money on by purchasing on the 29th, unless he is exceptionally well equipped with the world's goods. Take this paper and go through it carefully. Jot down a list of the money-saving bargains of which you can take advantage and then visit the stores and make your purchases. It will be a great money saver and the best of articles are being offered.
>
> During spring opening week, there will be special window displays all along the business section and the combined efforts of the window artists promises to surpass in cumulative effect anything ever attempted here. During the evenings the windows will be illuminated until late in the evening to give an opportunity to view the displays to those who can not get out during the day. Within the stores there will be special escorts to show the season's best offerings for spring and summer and the needs of everyone in work, household and recreation for the spring months.



Special Bargain Wednesday, MARCH 29th, Northfield

Day of

SPECIAL BARGAINS

Come to Northfield

COME MANY MILES

Spring Opening Week

March 25—April 1

REMEMBER THAT FOR ONLY ONE DAY

Wednesday, March 29

* * *

"PEP" A NECESSITY

By Benjamin B. Herbert

One of the papers of the Twin Cities stated that we were cheered for the "pep" that we put into our talk. If, at seventy-three, we can put enough "pep" into an offhand speech to cause staid editors and publishers to cheer, you fellows ought to be able to put enough "pep" into your business to cause you to use the methods that are being used by live men for the upbuilding of their papers and their cities.

The Northfield Ad Club is evidently a live and helpful institution. We notice by the News the every merchant of the enterprising, progressive Minnesota city was invited to attend the next regular monthly meeting to listen to a talk by Professor C. H. Preston of the State University on "The Cost of Doing Business." It is urged that the meeting is to be unusually practical, and the club members are anxious to have all the merchants, whether members or not, present. Here is an evidence and an instance of the broad usefulness of our State Universities to which we have devoted an article in this issue. Who ever heard, twenty years ago, of a state university sending out a professor to teach merchants as to the very essential matter of the cost of business. The securing of such an instructor for such an occasion indicates the useful activity of the ad club. Every publisher should see to it that an ad club is formed and sustained in his community and should heartily co-operate with such club and endeavor to rival and outstrip the same in useful activities in plans, deeds and accomplishments for upbuilding and helpfulness in every way. The trouble has been that nine-tenths of our publishers and newspapers having a name to live up to are dead and it has been the same in all lines of business, and unfortunately, more so in the professions. Merely existing is not living. It is merely spoiling and wasting good food and clothing, and giving Satan and his emmissaries and professional politicians an opportunity to rule, rob and ruin, while taking for themselves all the glory and pelf of earth.

By the way, we find the Northfield News, under its present management and editorial direction, a wide-awake, useful publication, with opinions and with courage to express them. Its local items and personals are short but pointed and of news value. Its home news service is excellent and very complete; its service to home interests, institutions and industries, loyal, earnest and helpful. As the paper is published in a section where farming is one of the paramout interests, the paper is to be especially commended for its "Farmers' Forum" department, "devoted especially to the activities of farmers' clubs." The paper is handsomely gotten up, typographically—the ad composition is to be commended. The publication is bright, clear, clean, in every way attractive, well arranged and well printed.

YOUR CONGRESS

The new book with the above title by Lynn Haines, the well known secretary of the National Voters' League, by whom the book is published, contains a critical review of the United States Congress and Interpretation of the political and parliamentary influences that dominate law-making.

The "Interpretation" is not flattering to Congress. The facts revealed are not particularly agreeable to contemplate, but a knowledge of them is wholesome. One is certainly made to feel that even in this free government, theoretically "of the people, by the people, for the people," eternal vigilance is the price of liberty, justice and right. The showing made that "ninety-five per cent of the attention of Congress is given to political matters" is somewhat startling. These "political matters" relate not to free government or to legislation for the protection, promoting or securing the rights and interests of the people, but to partisan maneuvers, either to keep in or get into power or to keep or put the others into office and to secure the perquisites of office to provide a full pork barrell in order to obtain large slices of hog for distribution among underscored visitors not of the people, but of professional, partisan politicians. An illustrative chart is given showing in solid black the time given by Congress to the "Political Spoils System, based on patronage and the pork barrel" as compared to the time really given to governmental affairs, needed legislation and provisions for valuable, interior and coastal improvements for the country. The showing made is somewhat astounding and indicates the reason why so little time and such small means are left for national preparedness.

Statesmanship, as displayed by the leaders in the House and Senate, has come to signify sharp, if not tricky partisan management with an object to put the other party at a disadvantage in view of approaching elections. The author of "A Western Warwick," published in the Saturday Evening Post, has made a fearful revelation of how U. S. presidents are made, but this work reveals how manipulations are carried on in Congress by men who are paid liberally out of the people's money, from month to month and from year to year, to put out one set of partisan officals and to put in another set in order that they may handle and deal out the "pork." The methods used are less violent and destructive than constant warfare between factions with weapons in their hands as in Mexico. However, the people would rather be gently and politely relieved of their rights than to be bludgeoned or shot into submission and have their property and persons endangered or taken through lack of proper provision of security. Unfortunately, the people are not wholly ignorant. Very many often seek hurriedly after a share of the spoils instead of acting or voting intelligently, honestly and patriotically for the good, the security, and the welfare of the country. Congressmen, who are expected to divide, must first be in shape to secure the "pork." The able statesman, who serves his whole country, generally stands a poor show against the Congressman who secures liberal appropriations for his Senatorial or Congressional district.

There is more activity and more worry and work over obtaining important federal positions than over perparedness for defense, the conservation of the nation's resources or the proper survey and charting of our Northwestern coast and protecting vessels from attending risks.

The American people, in their rush for gain and place, with boundless riches seemingly in store on every hand, have nearly all become grasping as though with the same stick, not so many through indifference to selfish, stolid ignorance of the country's interests or the real demands for broad legislation and earnest, intelligent, progressive, fearless administration.

This work, whether one believes all that it contains or does not believe, will do good and ought to be read. It opens fields for profitable investigation and conscientious consideration. The great bulk of useful and true business men and producers in all lines, with vast opportunities and almost unbounded resources, have been able to get along pretty well in the face of a political spoils system, but still there are want, crimes and catastrophy above all necessity and above all that exists in countries much less favored and the time has come when reform and progress must have their innings or all will be lost.

* * *

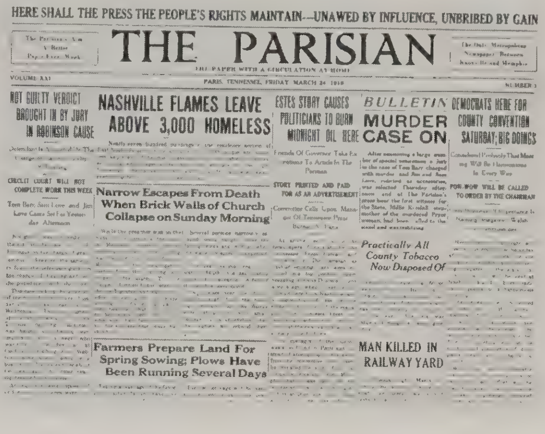
A PUBLISHER'S IDEA OF A HOME WEEKLY NEWSPAPER

Office The Parisian Paris, Tenn.,
March 25, 1916.

National Printer-Journalist, Chicago, Ill.

Gentlemen: We are enclosing you under separate cover copies of the current issue and an extra edition of the Parisian, which we submit to your consideration and comment if you think them worthy of such.

The extra edition, which we think is the first ever issued by a weekly newspaper, is the last chapter of one of the most brutal and cold-blooded murders that has ever been committed in this part of the country. This edition was on the streets within ten minutes after the verdict of the trial jury. They were gobbled up by the eager throngs on the streets almost as fast as they were taken from the press, and we could easily have sold a thousand copies of them had we made our arrangements to have printed that number. We printed only 250 copies, thinking that would be a "big plenty."



HERE SHALL THE PRESS THE PEOPLE'S RIGHTS MAINTAIN—UNAWED BY INFLUENCE, UNBRIBED BY GAIN

The Parisian's Aim
A Better
Paper Every Week

THE PARISIAN

THE PAPER WITH A CIRCULATION AT HOME

The Only Metropolitan
Newspaper Between
Knoxville and Memphis

VOLUME XXI PARIS, TENNESSEE, FRIDAY, MARCH 24, 1916 NUMBER [illegible]

NOT GUILTY VERDICT BROUGHT IN BY JURY IN ROBINSON CAUSE

CIRCUIT COURT WILL NOT COMPLETE WORK THIS WEEK

Tom Barr, Sam Love and Jim Love Cases Set For Yesterday Afternoon

NASHVILLE FLAMES LEAVE ABOVE 3,000 HOMELESS

Narrow Escapes From Death When Brick Walls of Church Collapse on Sunday Morning

Farmers Prepare Land For Spring Sowing; Plows Have Been Running Several Days

ESTES STORY CAUSES POLITICIANS TO BURN MIDNIGHT OIL HERE

Friends Of Governor Take Exceptions To Article In The Parisian

STORY PRINTED AND PAID FOR AS AN ADVERTISEMENT

BULLETIN

MURDER CASE ON

After summoning a large number of special veniremen a jury in the case of Tom Barr charged with murder and Sam and Jim Love, indicted as accessories, was selected Thursday afternoon and at The Parisian's press hour the first witness for the State, Millie Kendall, step-mother of the murdered Pryor woman, had been called to the stand and was testifying.

Practically All County Tobacco Now Disposed Of

MAN KILLED IN RAILWAY YARD

DEMOCRATS HERE FOR COUNTY CONVENTION SATURDAY; BIG DOINGS

Considered Probable That Meeting Will Be Harmonious In Every Way

POW-WOW WILL BE CALLED TO ORDER BY THE CHAIRMAN

The regular weekly edition which we are sending you is a fair sample of our paper each week. We believe that a well balanced front page, carrying all of the local happenings of interest and displayed with symmetrical headlines is the best advertisement a newspaper can offer for itself. We feel that if we want to attract a busy man we must "shout at him through the headlines."

As stated in the box on the right of the head on the first page, we think that in make up and appearance the Parisian is the only metropolitan newspaper between Knoxville and Memphis. Our aim is "A Better Paper Every week," as you will see in the box to the left of the head.

We have been receiving The National Printer-Journalist through a news dealer here for the past two years and find many valuable suggestions and ideas in the specimens and criticisms offered.

With best regards to the staff of the N. P.-J., we are,

Very truly yours,

THE PARISIAN,
Per J. T. Gatlin.

We heartily agree with Publisher Gatlin, that for a home weekly, "A well balanced front page, carrying all of the local happenings of interest, and displayed with symmetrical headlines, is the best advertisement a newspaper can offer for itself," provided, of course, that the paper makes good on that and all other pages. When expectations of interest are aroused, those expectations must be made good. To a home paper, matters of local interest are most important, and may well be placed first and made the most of—exploited to as great an extent as the news or facts will justify. In this regard, the home newspaper is almost the reverse of the newspaper of general circulation, that puts the general news of most importance first, and then follows with home matters on succeeding pages.

We do not, as a rule, believe in sensationalism, but do not object to as great and reasonable amount of "shouting through the headlines," as the news stories can be made to justify. In the home papers, however, that are sold, almost exclusively, through regular subscriptions, this "shouting" is not as important as in papers that are largely sold on newsstands and by newsboys on the streets. However, anything that will awaken the interest of readers is valuable in any publication. There is a great deal of inertia about human beings, and very many must be prodded into an interest. They do not know whether to be interested or not until they are aroused, waked up, and interested because the paper is evidently interested. Certain evangelists, like the very successful Sunday, who does a world of much good, fully understand this. His expletives, denunciations, criminations and appeals; his action, his violent gesticulations and, later on his superinduced heat and perspiration justifying his shirt sleeves, are his headlines.

One lack of home weeklies is the want of spirit, feeling, sympathy, enthusiasm. People enjoy being taken from the dull, level of sameness up to the mountain heights of interest and feeling. The fact is, that local events are much more important to the people concerned therein or to be affected thereby, than are great events farther away. The small things, that touch and influence individuals and communities, are important, in a very large way, to all society, all governments, all interests of cities, states and nations. If all men, women and youth, all citizens, could be aroused, to the importance of the influence of the little events, the things that concern the homes, the schools, the churches, the farms, the shops, the factories, the improvements of roads, sanitary conditions, the formation of characters and habits of youth, that influence individuals and communities in daily life, the home or local paper, that has the opportunity and the duty to deal with all these, would be recognized as containing the matters of most vital importance to the whole nation and to the whole world.

The Matter of "A Better Paper Every Week," is certainly a worthy one and to be highly commended. It is a possibility, too, where the editor, publisher and the whole force understand and appreciate and are in loving, active sympathy with each other and with every individual, every worthy institution, every possible interest, agency and means for the production of the well-being, the health, happiness, security, upbuilding of each and all and of the community as a whole.

Of course, the enterprise of getting out an extra edition of a regular weekly paper, when the occasion justifies, is to be commended, and the vindication of the law and the punishment of a great criminal without delays or quibbles that tend to mob violence and lynchings, through the orderly proceedings in a court, instituted and sustained to protect the innocent and punish the guilty, is one of these occasions.

However, our friend is mistaken in thinking that his extra "is the first ever issued by a weekly paper," though weeklies have been too negligent in improving such opportunities.

Away back in 1878, we remember that we had issued our weekly paper Wednesday evening, while our two competitors issued Thursday evening. One night a terrible tornado swept over the country, destroying property and life, and, among other damage, blowing down an orphanage home, some ten miles from the city, killing twelve or fourteen of the inmates and injuring others. It was in July, and the next morning, we were up at daylight, traversed the whole route of the storm, sent copy to the office and had an extra off and thoroughly distributed by hundreds before either of the other papers appeared.

Enterprise to get news first to the readers pays a weekly paper, and probably, in such cases as that cited, won more goodwill and credit for enterprise, because unexpected, than in the case of a daily paper. In our case, we had the only power press, run by steam, in the city—an extra run off by hand, on the regular issue day of a weekly, would have been a difficult proposition, but it showed the value of preparedness to meet any demand. It was a case of being prepared that enabled the snatching of victory from the jaws of defeat.

We show a reproduction of the first page of an issue of the Parisian, so that our readers may be able to study the make-up and the vigorous headlines.

* * *

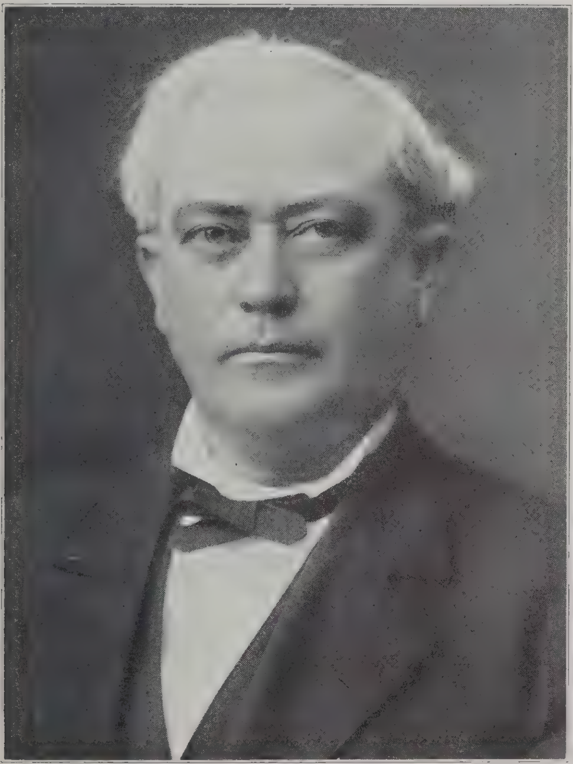
Mr. W. C. Parsons, Field Representative, United Typthetae and Franklin Clubs of America, has been spending the past few weeks in North Dakota in the interests of organization work, has been successful in securing additions to the memberships of Grand Forks, Fargo, Devil's Lake, Minot, Wahpeton and Jamestown. He is now in the state of Washington, carrying on an active campaign to secure new members.

Program and Itinerary—Thirty-first Annual Meeting, National Editorial Association

NEW YORK CITY, JUNE 19TH TO 21ST, 1916

THE meeting of the National Editorial Association in 1915 was perhaps the most memorable and entertaining of any of the twenty-nine preceding. It was educational and historic and many have thought it fruitless to undertake or to even anticipate the possibilities of a repetition in any degree in 1916.

At the closing session of the 1915 meeting held in the city of Los Angeles, New York City was chosen as the place for the meeting in 1916. A rather long jump from the Pacific to the Atlantic, but I am confident the choice was a wise one, and therefore quoting from a paragraph in the announcement of one year ago, let me again remind you that "Travel is a liberal education, a post graduate course, better than a library full of encyclopedias, more information than a dozen lectures. You see new sights and new people. You yourself are in a measure made new."



Lee J. Rountree
President National Editorial Association, Editor Commercial, Georgetown, Texas

A visit to the greatest city on earth, if you have been there before, you will surely want to go again, for the program outlined by the New York Merchants' Association to entertain the National Editorial Association on its first official visit to that city, will enable you to enjoy an event that will live in your memory forever.

It would require a great deal of time and space to recite the historical sentiment surrounding a visit to New York and New England cities and resorts. Besides, there is nothing like receiving this information by direct contact and association with the people who are on the ground and tell the story without any frills.

This announcement, therefore, is confined wholly to the plans and program as nearly as they can be arranged in advance of the meeting.

It will not be possible this year, owing entirely to the splendid eastern railroad conveniences to provide and consolidate our delegation so as to enable the entrance into Gotham by a single train or more than a small portion of the contemplated attendance at one time, but as a train from some direction enters New York City every sixty seconds, there will not be very much delay in assembling.

In view of this fact, one special train, to be known as the "Chicago Special," will be arranged for departure on Friday evening, June 16th, from Chicago.

An effort will also be made to provide for a "Kansas City" and "St. Louis Special," to especially accommodate southern delegates. The schedule for this special is so arranged that if it should prove profitable, those having arranged to go this way will be accommodated on the regular train service following only a few moments later.

To avoid any confusion and a considerable correspondence the matter of route and rates, both going and returning, will be covered in detail.

The secretary has selected as the official route from Chicago, the Grand Trunk-Lehigh Valley Double Track Service Route.

The Grand Trunk Railway System, the great International Double Track Route, and incidentally one of the longest double track railways in the world, under one management, is the equal of any railway system in the world, and operates through a country filled with interest to the tourist, sportsman and traveler.

In selecting this route the secretary has taken into consideration the many valuable suggestions offered by hundreds who are to be accommodated and who have expressed a preference, owing to the scenic beauty of the country traversed, and more especially on account of the innumerable pressing invitations received from progressive cities along the route, asking for the privilege of extending certain courtesies to the delegation. It has not been possible to accept all these invitations, but such as could be taken on without interruption or delay, beyond the alloted schedule, have been accepted, and we trust will prove a sufficient diversion to attract a considerable number of the delegation.

The St. Clair Tunnel

There are some special points of interest to which attention should be called. St. Clair Tunnel extends beneath the St. Clair River, connecting Port Huron, Mich., with Sarnia, Ontario. This marvel of engineering skill and enterprise was constructed by the Grand Trunk System at a cost of $2,700,000. It is a tubular structure of iron, bolted together in sections in the process of construction, and with its approaches is two miles in length. It overcomes the obstacles presented by a navigable stream, alive with commerce during the summer and often blocked with ice in winter—a stream justly called "America's greatest artery of inland commerce," owing to the fact that the enormous tonnage of the great lakes and their varied shipping interests all pass through this channel. It seems especially significant that this tunnel permits the intersection of the great water highway by an equally great railway system, without jeapordizing the international interests which are involved in both, and renders especially significant the title, "the link that binds two great nations." The tunnel is well lighted by electricity and the trains are hauled through the tunnel by powerful electric motors, thus eliminating the annoyance to passengers of foul air, gases, etc., making withal a most interesting ride.

Niagara Falls

This city, and the cataracts from which it derives its name, is so well known to the American public that about all the mention necessary is the fact that we are scheduled for a considerable stop here. Every opportunity will be given the delegation to see many of the historical points of interest culminating with a ride through the gorge, during which time specially provided powerful searchlights will be thrown into the canyon, thus bringing out the true beauty and grandeur of this magnificent scenery. Total Niagara Falls expense, $1.00.

As guests of the city the delegation will receive many courtesies. The general program to include a twilight banquet augmented by vocal and instrumental music.

Lehigh Valley Railroad

The Lehigh Valley will handle the train between Niagara Falls and New York City. The scenes from the car window, especially when the lake region of Central New York is reached, is like a glimpse of Paradise. We pass through so many points of interest it will not be possible to mention them, but numerous stops will be made, permitting the delegation to enjoy some of the entrancing picturesque sights never to be forgotten. Many sections of the coutry through which the train passes are frequently referred to as equalling the Alpines of Switzerland.

Mauch Chunk

The train is scheduled to make a three-hour stop at this point and to enjoy a ride on the "oldest railroad in America." This is planned entirely as a side attraction of almost as much interest as historical Niagara. A panoramic view which I have been permitted to see, leads me to believe that the "Switch-Back" trip, will prove a thrilling experience almost equalling a ride in the aeroplane. Historian Henry, writing of this trip and of the Lehigh Valley, says:

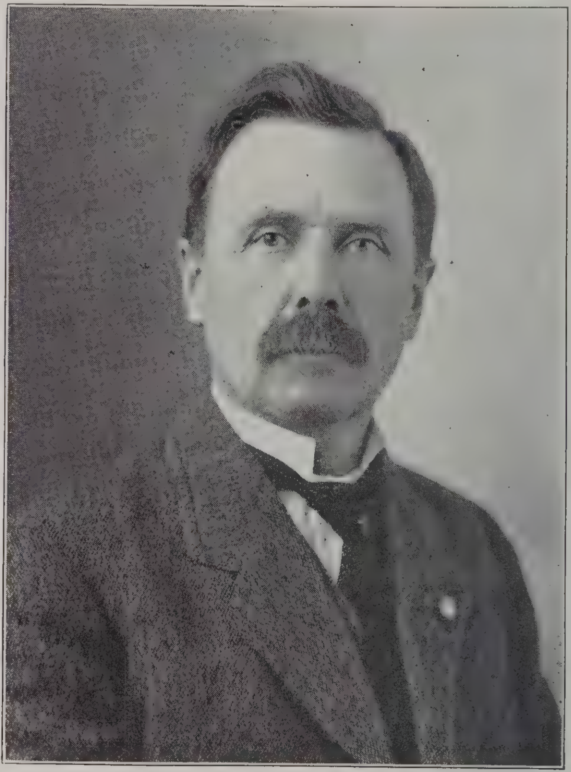
"Up we go until the mountain tops, which just now towered above us, sink into the valley and become pigmy hills.

"Novel emotions crowd upon the mind, as the enchanting and exciting scene unfolds itself with new and almost appalling grandeur, as the summit is approached, and the soul is transported with awe as the works of the Great Creator stand out in their imposing contrast to our littleness, as we hang suspended, as it were, in mid-air.

"Mountains and valleys, hills, ravines little villages and mining settlements below us, with long blue ridges of mountains rising all about us, as far as the eye can reach, attract the tourist and add to the novelty of the scene.

"But the supreme pleasure of our ride is yet in store for us; it is the return by the old mule track route, over the nine miles of continuous descending grade to our starting point.

"Riding around the mountain with locomotive speed, the numerous landscapes stretching about on every side, changing as rapidly and charmingly as the views in the kleidoscope, keep the tourist rapt in a continuous state of enthusiastic admiration; the cool, bracing atmosphere, the novelty of whirling along the road at so great an elevation without any apparent motive power, the valley lying so far below, the various ranges of hills and mountains with their trees and vegetation in an endless variety of colors, are all calculated to make the beholder think himself in some enchanted fairyland.



George Schlosser, Sioux Falls, S. D., Secretary National Editorial Association

"You may travel thousands of miles and it will be difficult to find any other locality so truly picturesque." This side trip will cost each delegate 50 cents.

CHICAGO—NEW YORK TRAIN SCHEDULE

Dearborn Station.

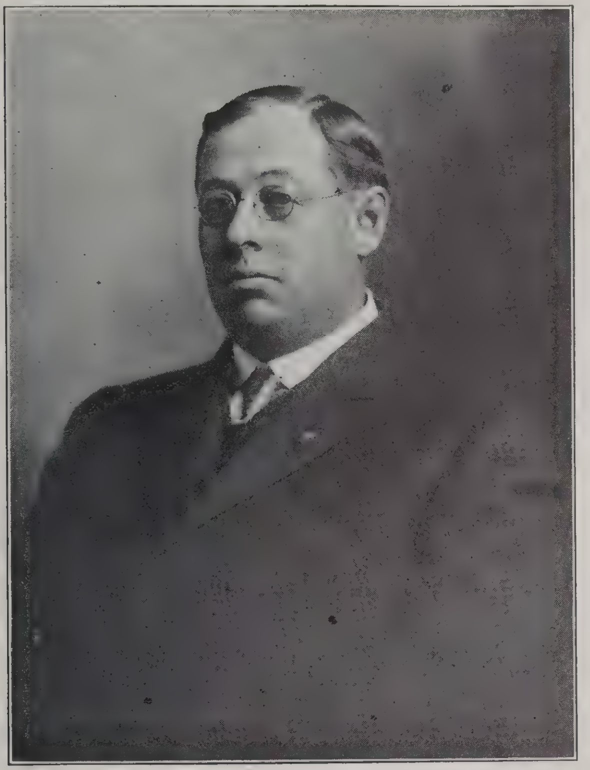
Leave	Chicago—10:00 P. M., June 16th.		
	South Bend,	12:45 A. M.	
	Battle Creek,	2:50 A. M.,	June 17th.
	Lansing,	4:00 A. M.	
	Flint,	5:20 A. M.	
Arrive	Port Huron,	7:10 A. M.	
Leave	Port Huron,	7:20 A. M.	
	Sarnia,	8:40 A. M.	
	London,	10:10 A. M.	
	Hamilton,	12:25 P. M.	
Arrive	Niagara Falls,	2:15 P. M.	
Leave	Niagara Falls,	11:00 P. M.	
	Rochester Junction,	1:29 A. M.,	June 18th.
Leave	Geneva,	2:18 A. M.	
	Sayre,	4:00 A. M.	
	Wilkes-Barre,	6:20 A. M.	

Arrive Mauch Chunk,	8:04 A. M.
Leave Mauch Chunk,	11:10 A. M.
Allentown,	11:54 A. M.
South Bethlehem,	12:08 P. M.
Easton,	12:30 P. M.
Arrive New York City, West 23rd Street,	2:40 P. M., June 18th.

If you are unable to join this train in Chicago, buy your ticket and have it so routed as to join us at a convenient point en route. Notify the secretary so that accommodation can be provided and the train stopped to receive you.

Kansas City-St. Louis Special, Wabash Railroad, via Chicago, Grand Trunk-Lehigh Valley.

If a sufficient number shall elect to go this way, a special train will be provided. In scheduling this train the time of departure of regular service is taken into account, so that in the event there should not prove to be a sufficient registration to provide the special, no inconvenience will be suffered, as regular trains, within a few minutes, will provided accommodation. Through equipment from Kansas City and St. Louis, will be attached to the special out of Chicago.



Mr. W. R. Hodges, "Herald-Dispatch," Sleepy Eye, Minn. Treasurer National Editorial Association

Schedule out of Kansas City, 10:00 P. M., Thursday, June 15th.
Arrive St. Louis, 7:00 A. M.
Leave St. Louis, 9:01 A. M.
Arrive Chicago, 4:53 P. M., June 16th.
Special out of Chicago, leaves 10:00 P. M.

See Wabash local time table for all intermediate connections.

The Wabash Line is too well known to need any introduction to the traveling public. The trains and service are the best to be had and on this occasion a representative of the road will be on hand to see that every courtesy and convenience that goes with first class service is provided and to generally look after the wants of the delegation.

In this connection it is also well to understand that this train enters the Dearborn Station in Chicago from which the Grand Trunk-Lehigh Valley Special departs, thus avoiding transfer of depots in Chicago.

Chicago Headquarters.—In view of the fact, however, that there will be many early arrivals, Hotel Sherman is named as official Chicago headquarters, where you will find some representative of this Association to direct you and to serve you in every way.

The Chicago Press Club, No. 139 N. Clark Street, also invites you to make its rooms your home while in the city.

Railroad Rates.

Using Chicago as a basing point, the **Round Trip** rate Chicago to New York and return, using same line in both directions, is $31.70.

The Grand Trunk, however, provides an optional privilege on lake steamer between Buffalo and Detroit, in the event a diversion of this kind is desired on the return trip.

The rate for circle tour tickets, going via Grand Trunk-Lehigh Valley, Chicago to New York, returning any southern route through Washington, is $34.40, with the possible exception of two standard trunk lines which make a rate of $36.20.

Using Kansas City and St. Louis as a basing point, going via Chicago, Wabash-Grand-Trunk-Lehigh Valley, returning over same route, rate is as follows:

Kansas City, $48.20; St. Louis, $37.00.

Returning via Washington or any other southern route, the rate will be as follows:

Kansas City, $51.95; St. Louis, $40.75.

Summer tourist rates east for 1916 have not yet been announced, and there may be some slight change from the figures quoted, but my advice is that there will not be.

It may be interesting in this connection to know that there are something like **Thirty-six** different combinations to choose from, the prices varying from $31.70 to $47.75. These rates and routes will serve as variety for those who may be looking for "something different."

In purchasing your ticket, either route, see to it that it is routed for the official train, especially if you are going via Chicago. Specifically request that your ticket reads Grand Trunk-Lehigh Valley from Chicago on eastward passage, as traveling in a party of this kind you will receive better service and more attention by giving the going passage full force and consideration, and our hosts will be much more appreciative in the hospitality so generously extended along the several routes.

Railroad rates either by way of Chicago or Kansas City and St. Louis, are practically the same.

Children five years of age and under twelve, must be provided with half-fare tickets.

Limitation of Tickets.

Short limit summer tourist tickets east of the Missouri River are good for thirty days. West of the Missouri River sixty days.

All circle tour tickets, no matter whether east or west of the Missouri, are good for sixty days.

As you will very likely buy some one of the circle tour tickets offered, your ticket will have a limit of sixty days. All tickets carry with them stop-over privileges at practically all intermediate points within the limit of ticket.

Sleeping Car Rates.

Double lower berth, Chicago to New York	$5.00
Upper berth, Chicago to New York	4.00
Drawing Room, Chicago to New York	18.00

Compartment, accommodations for three.

Same rates from St. Louis are, respectively:
$6.00 $4.80 $21.00

Sleeping car reservations for the Chicago Special must be made in advance through the secretary. Such reservation to be accompanied by a deposit. Sleeping car assignments will be made on receipt of remittance and you will be notified so that on taking your train there will be no delay of any kind. Be sure and give the number in your party.

Dining Car and Eating House Service

A club breakfast at from 25 to 65 cents will be provided in the regular dining-car service.

A special noon-day table d'hote luncheon will be served for 75 cents.

New York City.

You are now in New York City, the greatest city on earth. The Association Headquarters will be at the McAlpin Hotel, located opposite Greeley Square, Broadway and 34th Street, where all business will be held.

The McAlpin is the last word in hotel construction. It is hoped that all will find accommodations within its walls. The auditorium where the meetings are to be held is located on the 24th floor.

The rates quoted, accommodations considered, are the very best ever before extended the Association. In this connction I have somthing private to communicate to those making early registrations.

The reservations should be made direct to the Merry & Boomer, Managers, McAlpin, Greeley Square, New York City.

New York City, March 8.—The following program has been announced for the National Editorial Association which convenes in this city on June 19, 1916:—

MONDAY, JUNE 19

9:30 A. M. Opening Session. Welcoming addresses by Honorable John Purroy Mitchel, Mayor of New York City; Chas. H. Betts, publisher Republican, Lyons, N. Y., president New York State Press Association; H. L. Bridgman, publisher Brooklyn Standard Union, chairman of Publishers' Association of New York City; Edward Percy Howard, president New York Press Club; John Clyde Oswald, editor American Printer. Response by Hon. Joe Mitchell Chapple, of Boston, editor National Magazine.

President's Annual Address, by Lee J. Rountree, Georgetown, Texas, President National Editorial Association.

2:30 P. M. Addresses and discussions.

8:00 P. M. Reception at Pulitzer School of Journalism, Columbia University.

TUESDAY, JUNE 20

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to New York Times and inspection of its offices and plant.

2:30 P. M. Addresses and discussions.

8:15 P. M. Theatres.

WEDNESDAY, JUNE 21

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to a magazine-producing plant.

2:30 P. M. Closing session and election of officers.

6:30 P. M. Banquet at Hotel McAlpin.

THURSDAY, JUNE 22

9:30 A. M. Sight-seeing boat trip around New York Bay as guests of the City of New York. Exhibition drill by fire patrol boards. Visit to Brooklyn Navy Yard.

1:00 P. M. Luncheon at the factory of the Mergenthaler Linotype Company, immediately opposite the Navy Yard, and ride through Brooklyn's park system to Coney Island in sight-seeing automobiles as guests of the Mergenthaler Linotype Company.

Afternoon and evening, sea bathing and visits to Coney Island's attractions.

FRIDAY, JUNE 23

Visit to New Jersey coast resorts, with possibly a call on President Woodrow Wilson at his summer home in Long Branch.

(See "N. E. A. New Jersey Trip.")

SATURDAY, JUNE 24

Visit to Boston as guests of the city.

SUNDAY, JUNE 25

Visit to Boston.

MONDAY, JUNE 26, TO FRIDAY, JUNE 30

At Philadelphia, in attendance at the annual convention of the Associated Advertising Clubs of the World.

Georgetown, Texas, March 8.—President Lee J. Rountree gives out the following tentative literary program of the National Editorial Association in New York City:

Paper, Mrs. Geo. E. Hosmer, Denver, Colorado.

Address—John A. Sleicher, editor Leslie's Weekly, New York.

Address—Hon. Melville Stone, Manager Associated Press, New York City.

Address—Hon. John Temple Graves, of Washington, New York American.

"The Trade Journals"—William H. Ukers, editor Tea and Coffee Journal, New York.

Report of Legislative Committee—Geo. E. Hosmer, Denver, Colorado, Chairman.

Report of Memorial Committee: B. B. Herbert, of Chicago, Founder and first President of National Editorial Association, Editor National Printer-Journalist, Chairman.

Address—Hon. Louis C. Cramton, Lapeer, Michigan, Clarion.

Historical Address—Hon. A. O. Bunnell, of Dansville, N. Y., Advertiser, formerly president National Editorial Association.

Address—Hon. Josephus Daniels, Secretary of the Navy, Washington, D. C.

"The Women and the Newspapers," Mrs. H. C. Hotaling, Mapleton, Minn.

Address—Hon. Walter Williams, of Columbia, Mo., president of the World's Press Congress.

"The Influence of Schools of Journalism upon American Literature"—Hon. Will H. Mayes, dean of the Texas School of Journalism.

"The Relation of the Press to Improved Highways"—Homer D. Wade, of Texas.

Address—Hon. Courtland Smith, president of the American Press Association, New York.

Address—Hon. Dietrick Lamade, editor Grit, Williamsport, Pa.

"The Country Weekly Newspaper, How I built up and maintained a circulation of 5,000 in a county of 16,800 people with six competitive newspapers"—Geo. W. Waggenseller, editor Port, Meddleburg, Pa.

"Interior and Metropolitan Dailies"—Facts and Theories Tested by Experience"—Hon. Adolph S. Ochs, publisher New York Times.

"Advertising," Mr. William C. D'Arcy, of St. Louis, president of the D'Arcy Advertising Association.

Addresses—John Redmond, editor Burlington (Kansas) Republican, and Alonzo D. Moffet, Elwood (Indiana) Review.

Philadelphia—Meeting of Associated Advertising Clubs of the World.

The invitation which follows from this world famous organization speaks for itself and is therefore published in full:

"Dear Mr. Schlosser.—I am under obligations to Mr. Oswald for letting me know that the National Editorial Association Convention is to be held in New York City, June 19th, for this information makes it possible for me to write to you officially, as president of the Associated Advertising Clubs of the World, and extend an invitation to your Association to come to Philadelphia the week following your convention here and attend the great annual convention of the Associated Advertising Clubs. This convention is to be held, beginning June 25th, in the University of Pennsylvania, established by Benjamin Franklin. And I can assure you now that it will be the most stimulating business convention that has ever been held in this country by those who are in any way connected with publishing or printing or advertising in any form. At our convention in Chicago in June there were 4,200 who registered as being in actual attendance. We are all sanguine that there will be double that number in Philadelphia.

In addition to the general sessions, which will be addressed by such merchants as John Wanamaker and such publishers as Adolph Ochs of New York Times and Cyrus Curtis of the Saturday Evening Post and the Ladies' Home Journal, there will be Departmental meetings, taking up every side and phase of advertising. We have now fourteen such Departmentals, one for the newspapers, one for the magazines, one for the retail advertiser, one for the printers and engravers, and so on. Your members would find in these Departmental sessions discussions of the greatest practical service and value to them.

But personally I believe the great value of the convention to your members, Mr. Schlosser, would be this: They would be brought in touch with this big, vital advertising movement that is doing so much to improve and increase advertising. Right now we are spending thousands of dollars in working out such important things as system of efficient storekeeping for retail merchants. By the time of the Philadelphia convention there will be a number of these systems ready for installation. They will be business life-savers to the merchants in every town where your members publish papers. And there is probably not a town where you have a member that ought not to have a live Advertising Club. Towns of the size of Neosho, Mo., and Nevada, Iowa, have found that advertising clubs have greatly improved merchandising conditions among retailers and have greatly improved the quality of advertising in the newspapers of those towns. And surely what has been done in towns such as these can be done in all such towns and in larger towns and cities in every state in the Union.

So we invite you to come to this great and stimulating convention and to come on the same basis as our own members. Everyone who attends pays a registration fee of $2.50 toward the cost of carrying on the convention; and this fee entitles one to attend any or all of the scores of sessions and to listen to any part of the two or three hundred addresses and papers that will be of the greatest practical value. In writing this letter I want you to know that I speak not merely for myself personally but for the entire organization. We want you to come to the University of Pennsylvania which Frankin established and we assure you that you will find the latch-string hanging out.

Yours very sincerely,

Associated Advertising Clubs of the World,

HERBERT S. HOUSTON, President.

So far as it lay in my power, speaking for and in behalf of the National Editorial Association, the above invitation has been accepted and the schedule of our itinerary so planned as to give our delegation the opportunity to be present.

It will be well for those intending to be present to provide advance accommodations and for that purpose the names of hotels and rates follow:

Philadelphia Hotel Rates

All of the hotels named are guaranteed first-class. Most of them are on the European plan:

Adelphi, Chestnut and 13th St., European. Rooms with bath, $2.50 up.

Aldine, Chestnut and 19th St., European and American. Rooms ranging from $1.50, with bath, to $3.50.

Belgravia, Chestnut and 18th St., European and American. $3.00 up.

New Bingham, Market and 11th St., European, $1.50 to to $2.50.

Colonnade, Chestnut and 14th, European. $1.50 up.

Continental, Chestnut and 9th St., European. $1.00 up to $2.00.

Rittenhouse, Chestnut and 22nd St., European. $1.50 up.

Vendig, Filbert and 13th St., European. $2.00 up.

In writing to these hotels for your reservations, keep in mind the first price quoted is for one person in room without bath. For double room without bath, $1.00 is added, and where bath is desired, the price is usually $1.00 higher, for one person. If you will explain what you want and how high you are willing to go, you will be provided accordingly.

PLAN TO VISIT BOSTON

Many of the members of this Association will not feel satisfied with their trip east unless they can return home and say they paid their respects to the ancient city of Boston. Owing to the fact that it was not originally in the program, the secretary offers the following solution of a difficult problem on which every person must decide for himself.

At the close of New Jersey day (Friday) it is suggested that we take a midnight train for Boston, giving Saturday and Sunday, June 24th and 25th, to the Massachusetts Press Association, who will, in the short time placed at their disposal, do what they can by way of providing auto trips to Concord and Lexington, and the North Shore, with minor trips to interesting points, also a banquet. Withal a very delightful program.

The expense of this trip will not cost to exceed $15 for each adult. This expense is mainly car fare and hotel while in Boston.

There are several things to be considered in this connection. In the first place it is regarded by some that our stay in New York City is altogether too short and that the days following the New Jersey trip be spent in taking in the New York shopping district, the financial districts, with Stock and Corn Exchange, the Metropolitan Art Gallery, and Museum of Natural History at Central Park, Riverside Drive and many more interesting sights, all of which are free and for which no provision has been made. In short, that you will prefer to thoroughly "do" New York before leaving, rather than to return.

Let it be noted right here, that both the trip to attend the meeting of the Associated Advertising Clubs at Philadelphia and the visit to Boston, may be eliminated by any delegate.

On the other hand, the secretary must ask you for an early decision as to the visit to Boston, in order that the general committee from the Massachusetts Press Association may be advised of the number to prepare for.

Boston will give you a fine reception, and you must give them this consideration. You can return to New York and stay as long as you care to; you can go to Philadelphia, in fact, you can decide for yourself just what you prefer to do with your time after the Friday spent with New Jersey people, and unless a sufficient number elect to visit Boston, to make a respectable delegation, the trip will be abandoned.

The Secretary will hold this open for your decision until June 10th.

Let me emphasize: You must say whether we go to Boston or not? All requests will be registered. No reply will be regarded negative.

There are usually many pleasant surprises on an outing of this nature and I anticipate them this year as on former occasions.

Indications are for a very large attendance and there may be some disappointments among members in securing such accommodations as they may desire. All this confusion however may be avoided if an early decision is reached and reservations applied for. The secretary would ask the usual exercise of patience, and if in doubt, write for minute details. These will be cheerfully given to any one by the secretary.

Membership

You may not be a member of the Association. In such event you will please consider this to be an invitation to become one, and the total expense to become an active member is $2.00, and that pays your dues for one year.

You may be a member and in arrears for your dues. If you are in arrears, we want you to renew and hope you will remit $2 for each year you are in arrears. That is the annual dues and is a charge alike on all active members for the upkeep of the Association. All members who attend the annual meeting of the Association, and each member of his family over twelve years of age, who attend the annual meeting, by virtue of the members' connection with the Association, will also be required to pay a convention fee of $5.00 at the time of the annual meeting. This fee must be paid before a card entitling you to the courtesies so generously extended will be issued.

We want every publisher, editor, author, writer to become a member of the National Editorial Association and we want you especially to participate in our meeting and enjoy the many special privileges extended members of our party.

First, make a note of the date of this meeting, and be on hand, June 19th to 21st, 1916.

Note Chicago Special leaves Dearborn Station, June 16th, 10 P. M. Do not miss connections.

Kansas City Special, 10 P. M., June 15th, St. Louis, 9:00 A. M., June 16th.

Make your reservation at once, giving number in your party, what you want, and enclose check. See sleeping car rates.

Write McAlpin Hotel, New York City, for your accommodations. Tell them what you want. See rates elsewhere.

If you intend going to Philadelphia, make your hotel reservations early and direct. See hotels elsewhere.

If you plan to visit Boston, write the secretary at once.

Don't forget to remit your dues.

If you are not a member, send $2.00 and become one.

If there is anything in this announcement not clear to you, don't hesitate to write the secretary.

GEORGE SCHLOSSER, Secretary,
National Editorial Association,
Sioux Falls, S. D.

April 5th, 1916.

Officers:

Lee J. Rountree, President, Commercial, Georgetown, Texas.
E. H. Tomlinson, Vice-President, Record, Morristown, N. J.
George Schlosser, Secretary, Daily Press, Sioux Falls, S. D.
Wm. R. Hodges, Treasurer, Herald-Dispatch, Sleepy Eye, Minn.

Executive Committee

Sam P. Harben, Echo, Richardson, Texas.
John Clyde Oswald, American Printer, 334 W. 38th St., New York N. Y.
Frank Roderus, Garage Efficiency, 608 S. Dearborn St., Chicago, Ill.
H. C. Hotaling, Blue Earth County Enterprise, Mapleton, Minn.
W. M. Glenn, Republican, Tribune, Kan.
Homer Harwood, Watchman, Warren, Mich.

Legislative Committee

Geo. E. Hosmer, Denver, Colo.
H. C. Hotaling, Mapleton, Minn.
Sam P. Harben, Richardson, Texas.
F. E. Gannett, Elmira, N. Y.
Edward Albright, Galatin, Tenn.

Advertising Committee

E. H. Tomlinson, Morristown, N. J.
F. O. Edgecomb, Geneva, Neb.
Alva A. Swain, Denver, Colo.
J. Frank Buch, Lititz, Pa.
Fred E. Hadley, Winnebago, Minn.

Constitution and By-Laws

A. D. Moffett, Elwood, Indiana.
Gardiner Kline, Amsterdam, N. Y.
Geo. C. Woodruff, Litchfield, Conn.
H. P. Nelson, Greenville, Texas.
Dietrick Lamade, Williamsport, Pa.
J. C. Brimblcom, Newton, Mass.
J. Byron Cain, Belle Plain, Kansas.

AT THE UNIVERSITY OF ILLINOIS

Another School of Journalism Inaugurates Direct Service to Newspapers by an Annual Conference

THE National Printer-Journalist, for the past several years, with good reason, has had much, and each year more than the previous year, to say of the services being directly rendered by the State Universities and the Schools of Journalism to the newspaper press. This valuable service is broadening.

When in 1883, we first advocated schools of journalism and typography, we did not anticipate the possible, direct service to existing publishers and publications. We looked forward, rather, to a better journalism through the special and better preparation of youth to meet the demands of the calling. We rejoice over the fact of the direct, immediate usefulness of the schools, that is being realized by both the press and the people, as well as by the universities.

While the University of Illinois has had classes in journalism for the past six or seven years, the full work, as a separate school or department, has not, until recently, been undertaken.

In view of these facts and our continued interest in this branch of education, we were glad to accept an invitation of H. F. Harrington, lately of the School of Journalism of Ohio, but for the past year with the University of Illinois, to attend the "First Annual Conference of the Illinois Country Press." We were present April 6 and 7, and the papers and discussions were such as to make it a matter of regret that we could not remain through to the close.

Although called a "Country Press Conference," all classes of newspapers were represented. The fact is that, with telegraph service reaching everywhere, all newspapers have become very much alike—all give general and local news.

On Thursday evening, James Schermerhorn, Editor of the Detroit Times, gave an especially entertaining address on "Testing the Beatitudes—A Twentieth Century Adventure in Journalism." He has the faculty of enforcing important truths in a happy, humorous vein, that keeps his hearers bubbling over with laughter, good feeling and merriment. He entertains while he instructs, and then touches the deepest feelings with annunciations, in eloquent words, of the noblest principles and sentiments. He told how he had conducted his paper on "The Beatitudes," in purity, truth, honesty and righteousness, with heavy losses at first, but with final success.

On Friday evening, James Keeley, Editor of the Chicago Herald, made an able and practical address on "The Journalism of Public Service." The honest service of the newspaper to its readers and advertisers, has been the ideal through which he has won his splendid success as a newspaper editor and publisher.

The Conference opened Thursday afternoon at 2 o'clock, with appropriate remarks by John Harrison, editor of Commercial News, Danville, Illinois, presiding and introducing the several speakers.

J. K. Groom, Advertising Manager Beacon News, Aurora, gave an exceedingly practical and useful talk on, "Untouched Sources of Local Advertising." We give the substance of his most important remarks elsewhere in this issue.

Walter Buchen, of J. Walter Thompson Advertising Company, of Chicago, told about "Securing Foreign Advertising for the Country Press." His principal thoughts were the showing, and convincing, advertisers of the fact that the paper had a clientele of profitable purchasers.

Circulation is always a matter of highest importance to a newspaper and E. H. Childress, editor of the Press, Fairfield, gave many valuable suggestions on "Getting, Extending, and Holding Subscribers." His paper will be published in the May issue.

Edgar A. Davis, editor of "The Talk," Anna, Illinois, added useful suggestions on "Some Circulation Problems."

Friday morning's session was opened by an interesting discussion on "Economy in the Back Office" that was confined largely to economies in composing machine operation, care of metals, etc.

R. G. Lee, Cost Expert, University of Wisconsin, gave a valuable demonstration, with a complete set of excellently worked out charts on "Cost Accounting for a Country Paper." The demonstration was very clear and complete, and elicited many questions, that met with prompt answers. The most of those present were evidently deeply interested in the cost system and did not need convincing as to its value, but only wanted to be shown the best, the most accurate and simple way of reaching results. The importance of "System in the Business Office," that reaches all parts of the establishment, resulting in economy, safety and efficiency, was presented in a carefully prepared paper by Charles M. Pearson of the Flanagan-Pearson Company of Chicago.

In the afternoon, F. W. Beckman, of the Iowa State College, presented an exceedingly valuable and instructive address on "Newspaper Opportunities and Duties in the Country Field." He showed how rural news and interests were overlooked or neglected by many papers that depended largely on farmers for circulation and as the sources of greatest benefit to advertisers. He made very clear the importance of farm news and of farm interests, citing the New York Tribune under Horace Greeley and the broadness of the circulation and its great influence, secured very largely through the great attention paid to the leading industry of this nation—farming.

The editor of the National Printer-Journalist was moved here—through recalling experiences of running a weekly paper in a county in Minnesota, where farming was not only the leading industry, but the one on which all local trade, merchandising, manufacturing and other callings directly depended,—to relate how his paper was built up in circulation, in value to advertisers and interest to the people both in the city and the country by attention to farming, dairying, diversifying and rotation of crops, and putting on foot measures for improving the farm and the stock and bringing farmers together in a Farmers' Club, once every month, advocating rotation of crops, better dairying, improvement of cattle, and inducing the farmers and the city merchants, bankers and manufacturers to unite in building mills and factories that resulted in a better market, in the use of material that had been unused or largely wasted. Country news and country interests, farm methods and products can be made just as interesting to the dwellers in the town as the dwellers in the country and city and country can be made to prosper together—each by the aid and with the coöperation of the other.

Jacob L. Hasbrouck, City Editor, Pantagraph, Bloomington, Ill., gave his able addres, to be printed in the

May issue, "Country Correspondence," prefacing his remarks with a statement of the great experimental and widely known agricultural service rendered by the Pantagraph to its readers, through the work of an editor especially fitted for his position, who makes a thorough study of the farming interests throughout the whole region covered by the paper.

A very instructive talk was then given by R. E. Hieronymus, Community Advisor, University of Illinois. The afternoon was closed with an automobile tour of University campus and farm and the twin towns of Urbana and Champaign, with a stop to inspect the large, new armory building.

Location

The University of Illinois is situated in Champaign County, 126 miles south of Chicago on the Illinois Central R. R. and 50 miles East of Bloomington on the "Big Four" R. R.

The campus lies just within the corporate limits of the city of Urbana and is bounded on the west by the city of Champaign. The twin cities of Urban-Champaign form in fact one community of about twenty-nine thousand inhabitants.

Buildings and Grounds

The land occupied by buildings and the several University departments embraces about 300 acres, besides a farm of 855 acres immediately joining the University, and experiment fields in various portions of the State.

There are at the present time some forty-five buildings on the campus.

Administration

For administrative purposes the University is divided into seven colleges and six schools as follows: In Urbana—Colleges of Liberal Arts and Sciences, of Commerce, of Agriculture, of Law, of Engineering. Schools of Education, Music, Graduate, Railway Engineering and Administration, and Library. In Chicago—Colleges of Medicine, of Dentistry, and Schools of Pharmacy.

Faculty and Students

The number of the faculty and administrative staff of the University is 821.

The number of students in all departments of the University for the year 1915-16 to March 2nd, including those enrolled in the summer session, was 6429.

Library and Museums

The University Library contains 336,000 volumes, 86,685 pamphlets, and in addition 26,000 volumes and many pamphlets uncatalogued.

Two of the more important museums, one of Classical Archeology and Art and another of European Culture, are located in Lincoln Hall. These museums contain casts of works of sculpture and other objects of interest from ancient and medieval times.

Military and Athletics

The Armory, located on the Southwest part of the campus, is the largest University building. Near it is the parade ground of sixteen and one-half acres. The cadet corps consists of two complete regiments of infantry, a Foot Battery of Field Artillery, Signal, Engineer and Hospital companies, Band for each Regiment, and a Trumpet and Drum Corps. Also a National Guard Battery of Field Artillery has been organized. This is Battery "F," First Regiment Field Artillery, I. N. G.

The men's Gymnasium and Illinois Field are located at the extreme north end of the campus. On Illinois Field are found the gridiron, running track, and the baseball diamond.

The following constituted Saturday's program:

"Agricultural Possibilities for the Country Editor,"—Dean Eugene Davenport, College of Agriculture, University of Illinois; "Cultivating the News Field,"—H. U. Bailey, Editor Republican, Princeton; "News Display in Small Papers,"—A. T. Burrows, Editor Courier, Urbana; "The Education of the Newspaper Man,"—(a) His Background and Equipment—Frank W. Scott, University of Illinois; (b) His Technical Training—H. F. Harrington, University of Illinois; Inspection of Newspaper Exhibits and Announcements of Prizes; "The Value of Contests and Premiums as Circulation Builders,"—Frank F. Collins, Editor Record-Herald, Arcola; "The Uses of Prizes and Premiums,"—Wilson W. Smith, Editor Journal, Waverly; "The Editor's Relation to the Community,"—John M. Rapp, Editor Record, Fairfield; "Engineering and the Newspaper,"—F. H. Newell, Professor of Civil Engineering, University of Illinois; "Shall One Plant Print Newspapers for Several Towns" —Robert C. Crihfield, Editor News Minier; "Coöperation,"—P. E. Low, Woodford County Journal, Eureka; "The Employment of Help,"—Frank Coles, Jr., Editor Journal, Albion; "The Editor-Manager,"—Verne E. Joy, Editor Sentinel, Centralia; "Newspaper Files in the University Library,"—P. L. Windsor, Librarian University of Illinois; "How may the University help the Country Publisher,"—J. C. Adams, Editor Vedette, Peotone.

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STYLE SHOW ISSUE

On Februay 25th, The Daily Times-Herald of Dallas, Texas, issued a "Style Show Supplement" with the regular daily issue that is an object lesson as to what can be accomplished by coöperation. The merchants of Dallas have certainly manifested a magnificent spirit of enterprise and wise liberality by the manner in which they patronized and coöperated with Dallas Times Herald in its effort to promote a line of business that promises much in the way of first interesting and pleasing readers and then increasing business at just the most opportune time. In more northern latitudes, such an issue would prove profitable later, and even up to May 1st, but there is no reason why, with like coöperation and enterprise, the same happy and profitable results might not be secured in any of the progressive cities of our country. There is nothing better than timeliness in advertising.

An annual Style Show has become a feature with the Times-Herald, this year was given the third and the interest has increased so that a continuance of the plan is assured. We regret that the number of the paper exploiting the Show and containing the splendid advertising incident thereto, reached our office too late for a more extended notice in this number of the National Printer-Journalist. Suffice it to say, that great credit is due to the paper and to the enterprising business men. It has been developed that the showing and exploiting styles in the springtime have a strong human interest and the result secured, in this manner, has already helped to give Dallas prestige as the great dry goods mart of the Southwest. The issue contained forty-eight full, seven-columned pages. Styles give opportunity for attractive illustrations and the advertisements were works of art and deserve reproduction, and further deserved comment will be given later.

UNTOUCHED SOURCES OF LOCAL ADVERTISING

By J. K. Groom, Advertising Manager of Beacon News, Aurora, Illinois

(Before First Annual Conference of County Press at University of Illinois)

HERE are representatives of all kinds of newspapers, from towns of only a few hundred to cities of many thousands. Each has problems that are different than those of any other.

Then there are students just about to leave this splendid institution to put into practice the theories they have been taught here.

I want to say to this student body that no weak-kneed, spineless, jelly fish sort of individual has any business joining the great army of newspaperdom. We have too many of that kind now for the general good. The only kind of men who ought to get into journalism are those who can stand firmly upon their own legs; men with backbones as straight as a ramrod and as stiff as a poker; great big manly men, hard-headed, clear thinking; strong willed men, pure in person, mind, heart and soul. Only such men can make the impression on their communities which newspaper men ought.

With the greatest opportunity in the world, newspaper men ought to reap bountifully of the good things of this life and leave the world vastly better because they have lived in it.

There is a similarity in the problems of all publishers and at the same time an absolute dissimilarity because of the individuality of a community, just as there is a similarity between all men, but because of their individuality no two men are exactly alike.

It's a long step from a student of journalism to the seasoned publisher who after a lifetime of arduous labor has become the head of a semi-metropolitan paper. Therefore, this is some mixed audience and I have my work cut out for me when I am expected to say something that will be of real practical benefit to all.

I have been hunting the elusive "untouched sources of local advertising" for the third of a century. I have worked on a dozen different papers, with circulations all the way from 380 to 16,000 and in towns from 3,000 to 100,000 and I rather think my experience has been varied enough to enable me to understand and sympathize with about all the problems any of you have to meet.

"Untouched sources of local advertising" are many. They are found in the most unexpected places, often right under your nose when you open the paper and see the sins of the editorial department committed in the name of "news."

There are hundreds of dollars (thousands, if your town and paper is big enough) of untouched sources going through the editorial rooms, yes and through the business office, which should be touched with the magic wand of good business sense and turned into cash.

I refer, of course, to the free stuff. Publishers get all fussed up over the press bureau stuff they get through the mail, but do not seem to regard local matter in the same light, so they print without charge notices of every lodge, church and society. Theatres discount home talent entertainments and public and semi-public affairs. It used to be treason to ask politicians to pay and unto this day it is heresy to suggest that a baseball game be advertised on a cash basis. But every one of them ought to pay and will pay when publishers cease to be such easy marks and have sense enough to charge and backbone enough to get when they ought to have.

I tell you that these things can be collected for because I have done it.

When I ran newspapers of my own (I have done that several times) I used to figure that way. If I did not collect enough to pay my bills from those who ought to pay, there was no danger of any of them donating to get me out of a hole when my bills became due and found me out of funds. Therefore, if I went down, I'd go with flying colors and leave no publicity mendicants under obligations to the commercially deceased.

Someone may think that's all right for the Beacon-News with its exclusive field, but—say, brother, I did that very thing right here in Urbana when the town could not boast of 7,000 souls, with two good strong Champaign papers published not more than a mile and a half from my office.

Don't tell me there are no "untouched sources" as long as you are not cashing in on this free matter. It's the very first of the "untouched sources" to go after. It is in easy reach and will not add a cent to your overhead. If someone may be saying that is all right for the leading paper, but I do not enjoy that blessing, I want to say such an admission reveals the yellow streak and at the same time the secret of the whole matter. There is a yellow streak, wide and deep, running through the whole newspaper business.

I want you to get this one if you remember nothing else I say. The business of a newspaper depends very largely upon the respect in which the people of the community hold it and the surest way to gain and maintain the respect of the community is to make everybody pay for every service rendered and make them pay enough.

I have been paying a little extra attention to this matter of free stuff because it has been suffering from such outrageously criminal neglect.

One of the "untouched sources" is the small or medium store which opens a bit of the principal business center perhaps. The only man from the office who sees him is the reporter, when the only man who should see him is the advertising man until he does something really worthy of editorial attention. News is something out of the ordinary while opening a small store is one of the most ordinary events.

Then there is the store of the same class that has been established for years and never spent a cent for advertising.

Papers, particularly the smaller ones, work along the line of least resistance. So they get the larger business houses and the easy ones and all of the rest are untouched sources. I cannot tell you how to develop an "untouched source" because no two men can work alike, but I can give you a hint and then you work out your own methods.

Before you go after a man, study him, his store, his stock, his trade. On your first visit, if he takes kindly to your advertising talk, press him to a plan and contract right them. If he don't, then take time to formulate a plan that will fit his case and then go after him until you get him. In the meantime, gain his confidence in your sincerity. Also, in your ability to guide him wisely If you talk about his business in a way that shows him you know what you are talking about, he will believe you when you talk advertising.

Movies are an "untouched source" or nearly so in some towns. The fault is with the paper for indulging in the foolish practice of giving "liberal" notices. Cut them out. Yes, they will be mad and they will withdraw the little patronage they have been giving you. But you can stand it longer than they can. They must have the publicity and will pay when they find they cannot get it for nothing.

Every business in town not already in your paper is an untouched source and many of them real prospects if you only knew it. Don't turn any down because they do not look likely. You can never tell. It is the unexpected that happens every day.

Under certain conditions the advertisers is national publications are "untouched sources of local advertising." I work this through the coöperation of the wholesale house.

Developing of "untouched sources" is an educational process. It's a long row to hoe and takes patience and perseverance. It is not a one-man job. Neither can it be worked with inexperienced men. The developer of "untouched sources" must know considerable about merchandising as well as advertising, for he must be able to give to men in every line a reason why they should spend their hard-earned money and often they must plan and carry out the entire campaign.

The developer of "untouched sources" must have initiative, so much of it that he needs no guidance.

Each man's job in this developing should be fixed by his indivdual qualifications. A man who is a star with display would not make a good want ad man, because he cannot sufficiently magnify small things and the good want ad man could not grasp the larger things involved in display solicitation.

We have a man who takes care of special sales on occasion. In that case we get about double the amount of advertising out of the sale. This brings us to the matter of coöperation. I attempted to put over in Aurora a plan which has been complimented by the advertising department of Armour & Company as the best ever presented for its consideration. But that like other attempts at developing "untouched sources" is slow work. It is not especially adapted to small towns because the small town publisher can get in daily personal touch with all dealers which is a thing impossible in larger towns.

The small town publisher should make every dealer his intimate friend. Then he can get the dealers to do anything. When I have been on small town papers I have always had every dealer on my staff and they would do anything I asked in the way of coöperation. I had coöperation perfected long before the grafters took up the idea and began to abuse it.

If one man is not successful with a prospect, try another. A new man with a new viewpoint may be able to put it over.

No man can handle a too greatly diversified assortment of business. Therefore, where possible, divide up the lines of work into departments.

Special editions are not advisable for regular advertisers, but they have their places in securing the touch with hitherto "untouched sources." But, for goodness sake, have your own men work them. Better never have a special edition than to allow an itinerant special man do it. They always get more than their share of the receipts and leave a bad taste with everybody. When a firm has become a steady patron of special editions he is about ripe for the regular man to take him over.

I have thought you might be curious to know what lines the Beacon-News has developed, so you can see what you may expect to accomplish in your town based on what we have done in ours. I intended to read the items, but found it would take too long, so have had the list printed for distribution. It contains 156 distinct lines. Each item represents a store making a distinct specialty of that thing. For instance, while department stores carry millinery, we list millinery because we have stores advertising that with us that do only a millinery business, etc.

We have between 250 and 300 local advertising accounts, covering these 156 lines.

131 of the 156 have been developed since the present management took the paper.

While we have nearly every line of business represented in the advertising columns of the Beacon-News, we have listed 973 different firms doing other than manufacturing or wholesale business and so have about 700 "untouched sources" to land yet before we have our little field worked to the fence.

The following is a list of the various lines of business advertised in The Beacon-News with more or less regularity.

Each article mentioned represents one or more separate individual firms in Aurora, and not a duplicating of articles advertising by one firm.

For example, while department stores all carry dry goods, there are firms that handle dry goods only. There are stores that handle millinery only. There are stores that handle women's ready-to-wear only. The 156 articles mentioned in this list represent over two hundred and fifty different firms:

Department Stores, Dry Goods, Women's Clothing Men's Clothing, Shoes, Hardware, Furniture, Groceries, Meat, Jewelry, Laundry, Automobiles, Auto Supplies, Motorcycles, Bicycles, Pianos, Talking Machines, Real Estate, Confectioners (mostly Greeks), Drug Stores, Book Stores, Toy Shops, Ice Cream (Wholesale and Retail), Millinery, Nurseries, Greenhouses, Cut Flowers, Banks, Theatres, Movies, Tea and Coffee Stores, China, Milk and Cream, Dairy Farm, Flour Mill, Restaurants, Pleasure Parks, Interurban Lines, Telephones, Second-Hand Stores, Tents, Awnings, Sporting Goods, Paint and Wall Paper, Art Stores, Cleaners and Dyers, Fuel, Gas Co., Electric Co., Electric Fixtures, Cigars and Tobacco, Shoe Repair Shops, Plumbers, Furnaces, Mill Work, Music Teachers, House Dresses, Churches, Cement Workers, Opticians, Y. M. C. A., Y. W. C. A., Picture Framing, Investment Brokers, Taxicabs, Insurance, Butter and Egg Depots, Fancy Poultry, Poultry Supplies, Silos, Brick, Pattern Maker, Pancake Griddles, Structural Iron Work, Well Drilling Machines, Roofing, Conveying Machines, Contractors, Office Supplies, Building and Loan Associations, Loan Cos., Dentists, Seed Store, Bakeries, Installment Houses, Photographers, Chiropractors, Undertakers, Corsetiers, Business Colleges, 5 and 10 Cent Stores, Merchant Tailors, Fruit Stands, Agricultural Implements, Gas Engines, Local China Painting Artists, Sewing Machines, Garage, Politicians, Commission Houses, Dances, Card Parties, Church Suppers, Home Talent Entertainments, Stoves and Ranges, Door Hanger, Wood Working Machines, Billiard Halls, Steel Lockers and Filing Cases, Magnesia and Lithia Springs, Binder Board, Hog Cholera Serum, Cosmetics, Beauty Parlors, Chiropodist, Unethical Doctors, Bookbinders, Printer, Monument, Ambulance Service, Office Fixtures, Hotels, Welding and Plating, Rubber Stamps, Transfer and Storage, Bowling Alleys, Fraternal Insurance, Pop and Soda Mfg., Barber Shops, Painters, Babbitt Metal, Gas Mantles, Silver Plating, Coal Handling Machinery, Oil and Gasoline, Planing, Colleges, Summer Resorts, Bath Parlors, Auto Painting, Vulcanizing, Architects, Attorneys, Auto Tops, Boiler Workers, Box and Barrel, Cottage Cheese, Dressmakers, Farm Products, Harness, Liveries and Boarding Stables, Loose Leaf Devices, Machinists, Mattress Mfg., Paper and Bags, Shoe Shiners and Hat Cleaners, Veterinary Surgeons, Wire Wheel Mfgrs., Audit Cos., Wholesale Liquor, Brewery.

Of these 131 have been developed since the present management took hold of the papr. This will give a good idea of the possibilities of developing more business in towns that may seem to be already fully covered, and demonstrates that even in restricted territory the opportunity for more business is almost limitless.

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W. E. WHITING, PRESIDENT N. W. COST CONGRESS

E. K. Whiting, president of the Northwest Cost Congress, was born in Clearwater, Minn., August 17, 1870. As a lad he was an amateur printer, and published a four-page, two-column paper. Learning the printing trade in a printing office in Clearwater, he afterwards worked at the case in Minneapolis. He then studied a year in Carleton College in Northfield, and was employed the following year in his father's store. In 1890 he purchased a small job plant in St. Cloud, Minn., which he operated at a profit for two years, combining study with work in the plant of the Northfield News. From 1894 to 1898 he was city editor of the Owatonna Journal. In 1898 he, with H. F. Luers, purchased the Farmers' Gazette of Owatonna, and re-naming it the Chronicle, proceeded to make it a real newspaper. In March, 1906, they purchased the Journal and consolidated it with the Chronicle, as the Journal-Chronicle, which thus became the only daily in a city of 6,000. It was operated until November 16, 1912, when the publication was suspended because "it persistently refused to look the new-fangled (Denham) Cost System in the face, a fact which caused widespread comment." The weekly Journal-Chronicle was continued and, with the commercial printing department, is a fine, prosperous property. Mr. Whiting was elected first president of the Minnesota State Ben Franklin Club. Having achieved business success by the application of cost system methods he now works vigorously and unselfishly to impart the gospel of successful publishing and printing to all others.

Mr. E. K. Whiting
"Journal Chronicle," Owatonna, Minn.

We will present in an early issue Mr. Whiting's cost system as given before the Minnesota Editorial Association with a reproduction of a couple of his charts.

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QUICK CHANGE MAGAZINE RACKS

The Mergenthaler Linotype Company are sending out a timely circular with full particulars, announcing their "Quick Changing Magazine Racks." An examination of the circular will convince every Linotype user of the great convenience and value of these racks.

"The Model Linotype Way" is being brought strongly to the fore by the advent of Models 16, 17, 18, and 19, as is every device for convenience and for facilitating operation.

The demands of the modern composing-room mean keeping on hand an assortment of extra magazines to insure the rapid handling of every job that comes in and to back up the Multiple Linotypes.

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ARTICLE AS TO FIRST PAGE

March 30, 1916.

Dear Mr. Herbert:—I send enclosed check for $2 for your valuable journal to complete the current year.

I am much in doubt about going with the editors to New York.

I suggest that your mechanical critic tell what points make a good front page. As a rule, newspaper men have no concrete notions about it. Have him show why and how one paper has a better front page than another. What kind and how many headings, how they should be placed, etc. This suggestion comes from one who may not profit by his instructions, but there is need for this sort of instruction.

Yours very truly,
J. B. HUNGERFORD.

Our critic has in times past written much as to the first page of a newspaper, but evidently the time has been reached when this important topic may be covered profitably, and more articles will be prepared for either the May or June issue of this publication.—[The Editor.]

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The Jaenecke Printing Ink Co.'s contract with their present Western Manager expires on April 30th and thereafter business in the territory now under his management will be directly controlled from Newark, thus enabling them to afford more satisfactory service and meet the most exacting requirements of their numerous patrons throughout the Western States. Their Chicago branch shall be continued, from which may be had on short notice the principal items of their justly celebrated goods kept fully to their high standard of quality and at as low prices as the restricted markets allow.

THE NEW LINOTYPE SPECIMEN BOOK OF TYPE STYLES

"The Book of the Matrix," announcing the new specimen book of type styles, by the Mergenthaler Linotype Company, is a handsome and informing illustrated pamphlet, that performs well the purpose for which it is issued. The reasons for the "Specimen Book" are clearly stated in the "Forward" of this neat brochure, in part, as follows: "Since the publication of the last specimen book of Linotype Materials enormous strides have been made in the production of new sizes, combinations and designs. The results of all these years of labor and development have been gathered within the covers of the new "Mergenthaler Specimen Book of Type Styles." The completion of the work is announced, with the assurance that it has been designed solely to assist Linotype users in the selection and use of matrices of styles best suited to particular needs, and to meet that most critical of all standards, expressed and enforced in the truism adopted as the slogan or motto for the manufacture of Linotype Matrices, "Type was made to read." The described "Specimen Book" weighs twelve pounds; it is 9x13½ inches in size of pages and three inches thick. Seven hundred and sixty-eight fonts (from 5 to 14 points included) are listed, besides many part fonts, and two hundred and forty-three distinct type designs are shown.

The book shows not only every face produced by the Mergenthaler Linotype Co. to November, 1915, but displays in eighty illustrated specimens to what fine and diverse uses many of them may be put. These eighty specimens were chosen from an original selection of 300. It is indexed and cross indexed and each face and size is dealt with in such a manner as to make the entire work of the utmost value to the Linotype printer. It is indeed "The Book of the Matrix."

It will be at once understood that the announcement pamphlet is itself of great interest. Besides a description of the great "Specimen Book of Type Styles," it contains illustrations of the officers of the Linotype Company in New York City, Chicago, New Orleans, San Francisco and Toronto, of the great manufacturing plant in Brooklin, "The largest Composing Machine factory in the world." It covers two acres of land and nine acres of floor space. It is just adjacent the U. S. Navy Yard and is to be visited by the members of the National Editorial Association on June 22. Eighteen hundred people are employed here and steel is used at the rate of 700 tons a year and 2,250 tons of cast iron.

* * *

Why We Punctuate; or Reason versus Rule in the use of Marks. By William Livingston Klein. Revised edition, entirely rewritten; 8vo, pp. xvi+224. Minneapolis, Minn. The Lancet Publishing Company. Price, $1.25 net, postpaid. The new edition of this work is essentially a new book. The plan of treating the principal marks together, instead of one at a time, and thus dealing with them in their relations one to another; the emphasis laid upon the grouping of words, with the sense valuations of such groupings; and the differentiation of marks determined by their own interpretations of the meaning of language, have not been attempted, we believe, in any other work on punctuation. Indeed, the author has gone further than most, if not all, writers on grammar and rhetoric in the consideration of those simple, fine, and beautiful sense relations in language that constitute literary form, give added charm to literary thought, and exhibit the exact meanings that are indispensable in business language. And this has been done from the standpoint of common sense—that is, the author points out the common-sense relations between the parts of language which are within the comprehension of almost every one, but are not always perceived.

A further review of this valuable book will be published later.

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NEWS NOTES

March 15, 1916.

Mr. Jos. A. Borden, Secretary, United Typothetae and Franklin Clubs of America, made an extended trip through the eastern and middle west states during the month of February, calling upon members of the organization and the allied interests. Among the cities visited by him were New York, Philadelphia, Baltimore, Washington, Pittsburg and Cincinnati. Conferences were held with printers in these cities, and in Philadelphia and Cincinnati, Mr. Borden addressed the printers at their regular weekly luncheon meeting. The Ad. Club of Cincinnati was also addressed.

Mr. Harry Stuff, Western Representative, United Typothetae and Franklin Clubs of America, who is extending organization work through the southern part of California, assisted the printers of Long Beach in forming a local organization. Many individual members have also been secured in other sections of that state.

Mr. W. K. Tews, Supervisor Service Bureau, United Typothetae and Franklin Clubs of America, spent several days in Milwaukee, Wis., gathering data pertaining to new activities being promoted, in the interest of the Service Bureau.

All printers, operating a bindery in connection with their plant, should immediately get in touch with National headquarters for information in regard to compiling records of Bindery Production.

Mr. H. W. Flagg, Commissioner, Open Shop Division, United Typothetae and Franklin Clubs of America, has returned to headquarters, after an absence of several weeks. He called on printers in eastern, southern and middle western states, in the interests of the organization.

Mr. F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, who has been assisting printers in Providence, R. L., with their cost problems, has completed his work in that city.

Eugene Kelly, formerly assistant to Frank R. Atwood, Manager of the eastern branch of the Intertype Corporation and later connected with the Sales Department of the Fuchs & Lang Manufacturing Company of New York City, has recently become manager of the Type Metal Department of the Syracuse Smelting Works, manufacturers of Stanley Process Type Metal.

THE WHYS OF
"JOHNSONIZED"

We make strong claims for "JOHNSONIZED" Printing Machinery, but always try to keep our promises and guarantees modest enough so that in operation "JOHNSONIZED" Machinery will do more than we claim for it.

During the past twenty years we have been building a reputation that we do not lightly regard nor hold carelessly. We realize that a little carelessness in the rebuilding of even one "JOHNSONIZED" machine can do more harm to that reputation than carefulness in handling a good many other machines can overcome. We believe it's to our advantage to turn out every "JOHNSONIZED" Machine to the best of our ability.

From the Calhoun County Republican,
Rockwell City, Iowa
February 28, 1916.

"We thank you for the interest you have taken in the results we have been getting thus far with our new "JOHNSONIZED" Two-Revolution Whitlock Press, installed in such excellent shape by your machinist.

We relied upon the excellent reputation of your Company in ordering this press without seeing it, and our confidence seems to have been more than justified, as we got even a finer press than we expected to get."

Yours very truly,

Mattison Brothers.

From the News-Messenger,
Marshall, Minnesota
November 3, 1915.

"Perhaps, by this time you would like to know what we think of our "JOHNSONIZED" Century Pony Press which has been running in our plant for several months.

In addition to handling the class of work which we were never before able to do, it exceeds our expectation in performance. The register is perfect; it is a pleasure to turn out halftone work, and it runs like a watch. We are not only well pleased with the Press, but with the splendid service you have given us at all times."

Very truly,

J. W. Whitney.

C. I. Johnson Manufacturing Company

Independent Printers' Supply House

St. Paul, Minnesota

THIS AD SET IN HANSEN CASLON LIGHT FACE, FULL FACE, CONDENSED AND ITALIC

EGG AND DART BORDER

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ALL THE SELLING EXPERIENCE OF A LIFE-TIME—YOURS NOW WITHOUT SPENDING A LIFE-TIME TO GET IT.—What the Manual of Strategy is to a soldier, "The Knack of Selling" is to the Salesman. It is **experience** analyzed, charted, explained —more experience than any one man can ever get by himself. It is to you what Stonewall Jackson's histories of other wars and other generals were to this marvelous strategist, who, before a shot was fired, **knew** he could out-general his opponents and **did** out-general them. Price, $1.00. For sale by NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

PRINTING MACHINERY

FOR SALE—WE HAVE GOOD BARGAINS in rebuilt guaranteed Rotary and Flat Bed Newspaper Presses; Jobbers; Stitchers; Folders; Paper Cutters and special machinery. Send for poster price list. Tell us your present and future needs. WANNER MCHY. CO., A. F. Wanner, Prop., 703 S. Dearborn St., Chicago.

THE PRACTICAL TYPOMETRE—Determines the size and style of body type for any Advertising, Job, Book or Catalog. HERE'S YOUR TIME-SAVER—if you have to do with printing. The TYPOMETRE is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00. NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

NEWSPAPER PARTNER WANTED to take charge of business and of leading daily in Middle West, city of 15,000, also have large job printing plant, business more than owner can oversee, will sell one-third interest $5,000 cash, balance easy terms. Address "N. P.," National Printer-Journalist, Chicago.

PUBLISHERS—ATTENTION!—We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you may need, we can furnish it. Will take advertitsing in exchange for all or part. Literary Bureau, WCM8, Hannibal, Mo.

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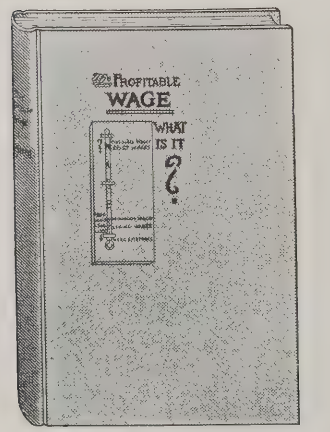

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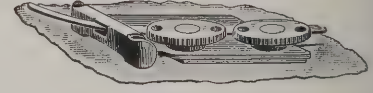

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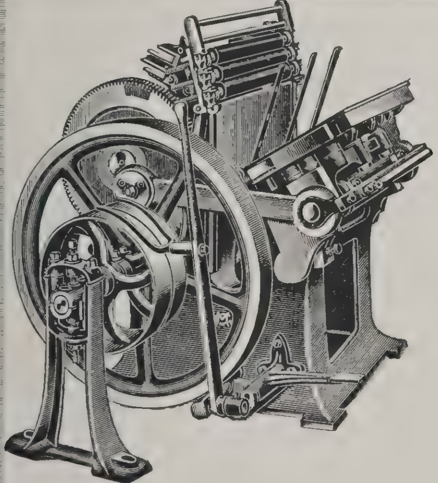

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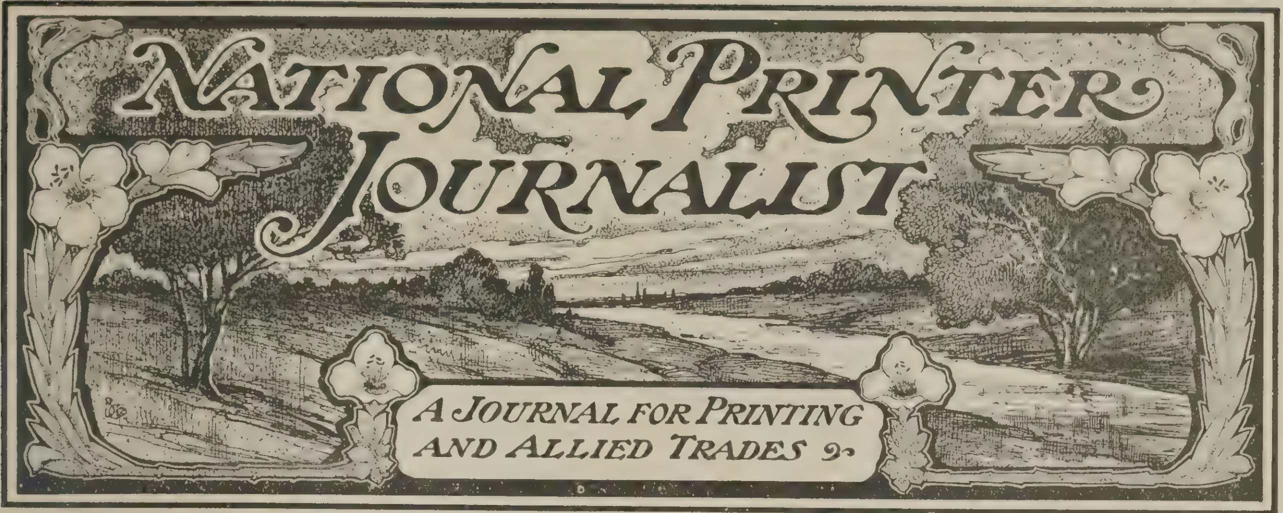
NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, MAY, 1916 NUMBER FIVE

Survey of Subject of Journalism Teaching

Made by American Association of Journalism Teachers

EVERY newspaper-maker is, in a very important sense, a teacher and should have the careful preparation of a teacher, with all the enthusiasm, ethical and practical training that will lead to the feeling and understanding of the obligations of the high calling, and furnish full knowledge, training and practical equipment that will enable the fulfilling of the duties successfully and for the benefit of the people served.

Journalism teachers are the instructors of teachers in the broad school of the public. The convention of the American Association of teachers of Journalism held at the University of Kansas, April 21st and 22nd, in view of these facts, assumes wide importance to all members of the press and in a broad sense, to all readers of newspapers—pupils in the school of the public press.

In preparation for that convention, President Merle Thorpe prepared and sent out a most comprehensive scheme or program of journalism teaching, which we present in full.

In prefatory remarks to the members of the Association, President Thorpe points out two of the misconceptions as to journalism teaching, one that it is "mostly bluff," the other that it is intended largely to teach the "tricks of the game, the nomenclature, the hand and leg devices, in other words the instruction that is given a boy who is learning in a trade school how to handle the saw and hammer and plane and chisel."

The comprehensive showing made in the course of instruction mapped out by President Thorpe, serves as a complete correction of such misconceptions, and shows how broad and useful are the fields of practical instruction. He further states:

> The American Association of Journalism Teachers in annual convention at the University of Kansas April 21 and 22 will make a comprehensive survey of the whole subject of journalism teaching. * * *
>
> To make a report so comprehensive the work will have to be divided among a large number of teachers. I am assigning to each of twenty-four men the task of preparing carefully and completely one cognate phase of the survey. In the absence of the advice of my colleagues I have taken the liberty of organizing the study and discussion along the lines of the three functions of a University, namely, Teaching, Direct Public Service, Research.
>
> The subject matter of journalism will be grouped under eleven divisions, namely,
>
> 1. News, its handling and treatment.
> 2. Editorial, material and methods.
> 3. Editorial direction, ethics.
> 4. Administration, business systems, records, cost-finding.
> 5. Advertising.
> 6. Circulation.
> 7. History and philosophy of journalism, comparative journalism.
> 8. Cartooning, illustrating.
> 9. Printing, engraving.
> 10. Specialized journalism, agriculture, etc.
> 11. The magazine field.
>
> The classification is doubtless imperfect and incomplete; if it were otherwise there would be no need of a conference. It will be the Association's business with views from every quarter, to shape the raw material into something logical and comprehensive.
>
> These eleven subjects will be investigated in their relation, first to (1) Teaching, then (2) Direct public service, and then (3) Research.
>
> Under each subject I have set down topics that occur to me as I write. There is no attempt to cover the

field; other topics doubtless more significant will readily come to mind.

I. TEACHING

1. News, its handling and treatment.

(a) The best methods employed in the various schools and offices in the teaching of the subject of reporting and editing news. Text equipment books, supplementary texts and bibliography. Equipment, apparatus, library, exchanges. Utilizing the college paper and other papers, collaboration with University's publicity department.

(b) Supplementary courses in other departments as now given and as they should be given in order to meet the highest needs of the student in the news courses. For example: Where should the emphasis be laid in American history, philosophy, English literature, in the sciences, etc? Any new courses desirable?

2. Editorial, Materials and Methods.

(a) Various plans of various schools and offices in teaching editorial writing. Text books and supplementary texts and bibliography. Equipment, library, apparatus, and exchanges. What outlet to provide student with benefit of reaction? What proportion of material should be purely local? Editorial page features, etc.

(b) Supplementary courses in other departments now available, or which could be made available by changing the point of emphasis. New courses that might be offered in psychology, sociology, economics, politics, etc.

(3) Editorial Direction, Ethics.

(a) Executive training, how is it being taught? How to plan campaigns for community betterment and carry them out to successful conclusion? What is being done to teach ethics? How is the student taught to appreciate the power of the newspaper, and at the same time impressed with a tempering sense of the responsibility to his community, say, in the handling of criminal news, etc. Should journalism students be required to take a Hippocratic oath? The Dean of the University of Kansas Medical School refused a young man a degree on the ground that he had a low standard of morality; should a journalism student's attitude of mind toward his profession be considered, etc., etc.?

(b) What courses in ethics, public opinion, psychological sociology, might be advantageously given in connection with this course? What practical work on the outside? Should a journalism student, as in some engineering courses, be required to do three months field work, at, say, the end of his Junior year?

4. History and Philosophy of Journalism, Comparative Journalism.

(a) What is being taught and what ought to be taught in the History of American journalism, and the journalism of other countries. The dearth of material in most libraries, and what recommendations in obtaining a text. What can be done in the way of drawing a philosophy from history, getting at the action and reaction of this tremendous force upon civilization? Who shall furnish the rank and file of us with this material?

(b) What are the history departments doing to supplement this course? What could they reasonably be asked to do? What unreasonably asked to do? Is a philosophical and historical text to come by collaboration of teachers?

5. Administration.

(a) Range of courses already offered, perhaps an outline of an ideal course covering the business side of the newspaper to that of general publisher. The best methods now in use of teaching management, cost-finding, system records, and short cuts to greater efficiency. Getting at the value of the newspaper property, the expense, general and overhead, resources, creating by-products, etc., etc.

(b) Supplementary courses in the University Curriculum which could be used; what new courses could be offered in such subjects as economics, business research, law, etc.

6. Advertising.

(a) The best methods of teaching advertising, the theory with practice. Should it go as far as to include instruction in salesmanship? Texts used or reference books. Equipment for teaching. Practical work on the college and other papers.

(b) Supplementary courses available in other departments, etc., etc.

7. Circulation.

(a) The best methods of teaching the principles underlying circulation. Texts used, etc. Equipment, etc. The application of theory, etc.

(b) Supplementary courses available in other departments, etc.

8. Cartooning and Illustrating.

(a) What courses are offered at present? How far could a journalism department or school be expected to carry this instruction? Principles only for executives? Or an art department?

(b) Supplementary courses in School of Fine Arts available, etc.

9. Printing, Engraving.

(a) What is being taught at present, and how? Trade, technical, or laboratory? What equipment necessary?

(b) Supplementary courses available in other departments, etc.

10. Specialized Journalism, Agricultural and Other Trade Journalism.

(a) What courses are now offered, and how? What texts and reference books? Equipment, library, exchanges. Utilizing the college paper in special editions, chemistry, engineering, etc. Preparing articles for trade publications, etc.

(b) Supplementary courses. What do other schools and departments offer, and what are departments of journalism offering the engineer, the chemist, the biologist, the lawyer, the doctor, the agricultural student, who does not wish to follow the practice of his profession but to teach by the printed word? (See first general suggestion following).

11. The Magazine Field.

(a) What courses are now offered and how conducted for the special magazine writer? The fiction writer? What texts and supplementary reading and references? What outlet? What practical work? Should, for example, the department of journalism be expected to teach the principles of play-writing? Could it be done here most economically because of the connection with its work in dramatic criticism?

(b) Supplementary courses now available, etc., etc.

II. DIRECT PUBLIC SERVICE.

In the interest of brevity it seems unnecessary to give a detailed outline of the second and third main divisions of the study. Each member of the Association is familiar with the ways in which his college or university is attempting to utilize its teaching force, its laboratories, its library, and research work in benefitting the state's industries and professions. Some state universities have gone into this much further than others and there is some question as to the amount of such work that ought to be done. We in the field of journalism teaching have encouraged journalism conferences, short-courses for editors, district and state meetings; we have passed on, by word of mouth and by bulletin to our state editors and publishers, the information we have gathered for our students; we have furnished model records, cost blanks, instructions to country correspondents, suggestions in news handling, circulation building, community service, advertising, management; we have assisted publishers in organizing ad clubs, in presenting the claims of the old home paper to commercial bodies; we have acted as employment bureaus; we have established clearing houses for the buying and selling of newspaper properties; we have exchanged new type for the country editor's worn-out product in an effort to better his typography; we have sent men directly into the offices with cost-systems and efficiency methods; we have published periodicals designed to inspire and unify and inform the state's publishing industry.

Are we on the right track? Should we encourage this service idea? Will it get away from us? At the University of Kansas it has grown to such an extent that the department of journalism receives 200 letters a month from editors, publishers, and printers, asking for information and advice.

The horticultural industry receives daily service from a state university; trees are inspected and sprayed; nursery stock is inspected; research fellows are studying destructive green bugs and the university discovers, propagates and distributes parasites. It experiments, discovers, develops, and puts into operation methods by which the alfalfa yield of a state is increased one-third.

In every department there is precedent for this state service work. The University will even carry a bottle of cholera serum across the state to save a farmer's pen of hogs.

To the journalism teacher who feels that all these forms of state service work are sanctioned by their relation to the development of natural resources, public health, economic waste, efficiency in government, or general intelligence (through its extension division activities) might not the state point out that anything the University can do to improve the publishing industry is strengthening the arm of the one agency that more than all others combined, makes effective all forms of the university's public service work?

The question confronting us is: What direct state service should the state and society legitimately expect of the state's department of journalism? One suggestion will be made under each; others will readily present themselves.

1. News.

A few years back educators fondly thought that this question of higher education by the state was settled forever. But today there is widespread unrest; in several states the people, through the legislatures, have crippled the institutions of higher learning. The adverse criticism comes largely through a lack of information as to the purpose and work of the institutions themselves. Is it too much for the state, and the publishers, to ask that the department of journalism, through its facilities, popularize the university's activities by news services?

2. Editorial, Material and Methods.

Should not the editor of the smallest weekly in the state be able to get through the department of journalism all the information the university's laboratories, libraries, and specialists can afford him, for an intelligent handling of his local problems in municipal lighting, paving, water supply, or whatnot?

3. Editorial Direction, Ethics.

Is there anything the department of journalism can do in helping to raise newspaper standards, accuracy, fair-play, honest advertising, etc.?

4. Administration.

Since editorial influence is so largely dependent upon business success, is it not desirable for departments of journalism to take to the publisher the best methods of business management?

5. Advertising.

It is acknowledged that there is a tremendous economic waste through injudicious and fradulent advertising; in what ways can a department of journalism become an advertising counsellor?

6. Circulation.

What can be done in providing follow-up letters in collections, solicitations, model records, and in developing a responsive circulation?

7. History and Philosophy of Journalism.

Can a department of journalism, perhaps through a publication, arouse a professional consciousness by stimulating the editors interests in the historical and philosophical aspects of journalism?

8. Printing.

Should the university attempt to raise the standards of the art preservative through short courses in typography, and criticism of newspapers and job work?

9. Specialized Journalism, Agricultural, Etc.

Can the university do for the other class papers what the agricultural college has done for the agricultural paper?

RESEARCH

Most industries and professions rest in the assurance that the University laboratories are protecting them by collating and by investigating scientific facts. Little if anything has been done for the publishing industry by the universities, yet publishing is the fifth industry in the United States. Is this because there is nothing that can be made the subject of research, or have departments of journalism not yet gotten around to this activity?

1. News, Editorial and Editorial Direction.

Is there opportunity for sociological investigation into the sources of newspaper influence in addition to the investigation of the best methods used by successful publishers.

2. Advertising, Administration and Circulation.

Is there not material for investigation in conjunction with the psychological laboratories of the laws governing successful advertising, as well as the study of the most efficient methods of administration?

3. History and Philosophy of Journalism.

Is it not incumbent upon departments of journalism to seek out the historical significance of journalism, and the part it has had and is having in social and economic progress?

The whole question of research will be brought to the attention of the publishers of the country before the meeting in April, and a complete report on its possibilities and limitations presented at that time.

III. GENERAL SUGGESTIONS.

1. Is it desirable for schools and departments of journalism to develop their work with the idea of encompassing the whole of such a program as outlined herein, or should a coöperative plan be followed involving the intense development of specialized subjects by different schools?

2. What should be our aim: To train the student for a job in June, 1916, or for one in 1926? In other words should the emphasis be laid on technical skill, intensive

though narrowing, or on the acquirement of breadth and depth, at the possible expense of initial power? Where shall the line be drawn as between efforts to develop the journalist of today or the journalist of tomorrow?

3. Should we work toward a standardization of degree, a standardization of first year courses?

CONCLUSION

Such a program, it seems to me, is big with possibilities. It should give the individual teacher a larger comprehension of his subject in its various correlations. The reports and discussions should add to his fund of successful teaching methods. The crystallization of the studies and discussions into a Proceedings should increase the respect for our work, in both the educational and publishing worlds. It should advance by years the teaching of journalism by showing the way to organization and standardization in our departments. It should help us, through the service ideas brought out, to make our departments indispensable alike to our institutions, the publishing world, and the public generally.

* * *

THE NEW YORK EVENING POST'S DEFINITION OF NEWS

While The Evening Post gives no hard and fast limitations to guide its staff in gathering and presenting the current news of the world, it has very definite standards distinctively its own, which remain the same today as they were when stated in the first issue of the paper, more than a century ago, on November 16th, 1801:

> "The design of this paper is to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature."

"Correct information on all interesting subjects," is still the standerd. It aims to present to intelligent, forward-looking readers, a true, discriminating, well-proportioned account of the daily happenings of the civilized world, together with such further general information and comment thereon by its editors or others, as may seem timely and useful. There is constant and vigilant effort to keep the columns of the paper clean, responsive to the best taste of the people in matters both of style and of subject-matter; yet without an undue strictness of censorship which might arbitrarily exclude matters of interest and importance about which intelligent folk should be informed.

In a word, it is the effort of the Evening Post to keep up with the best and most virile intelligence of the day; to represent and have part in the discussion of all the subjects which clean, upright and well-informed men and women find it to their interest to discuss, in the home, in social life, and in business activities of all kinds.

Few newspapers have endured for more than a century, while living faithful to the high ideals of their founders.

The Evening Post, of New York, is most noteworthy in this respect.

Established in 1801, by Alexander Hamilton and other eminent thinkers of his time, it expressed the fact that it was the publishers' design "to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals, and politics; and to cultivate a taste for sound literature."

After a century of marvelous political and social development, and changes of editorial supervision, we still see the high ideals of the founders lived up to and advanced.

Someone has said that the habit of reading the Evening Post each day was the surest method, available, to all, of securing mental development and culture.

Not only are its literary standards the highest; but its news of the world's happenings, of finance and politics, are the most authentic and complete published anywhere; and its editorial opinions command the interest and respect of the best-informed people of the entire country.

The thoughtful men and women read the New York Evening Post because of its unbiased reports of political and financial news and its complete and intelligent foreign and domestic news. The professional man, the student, as well as the general reader, find news about education, science, medicine, literature and other branches of human endeavor; which are neglected by the usual newspaper.

The New York bankers and other men of large affairs, read the New York Evening Post, because of its accuracy and completeness in reporting wall Street, and other railroad officials and stockholders read the New York Evening Post, because it specializes on railway statistics and information, and provides the railroad manager and the stockholders with data that are nowhere else obtainable.

People who like a readable newspaper read the New York Evening Post, because it is printed in clear, distinctive type, and is the handsomest daily newspaper printed in the United States.

Representative American women read the New York Evening Post, because it reports fully and faithfully the doings of representative women's organizations, and devotes adequate space to authoritative articles on dress and Domestic Economy.

The woman suffrage question is treated fairly from both sides, and the Evening Post has won commendation from representative women of both viewpoints.

The constituency of the New York Evening Post provides an unusually fertile field for the advertising of reliable and fine merchandise.

The columns of the New York Evening Post provide the most valuable entree for the message of the merchant or manufacturer.

The homes of the readers of the New York Evening Post require large supplies of the necessaries of life, and they are largest consumers of comforts and luxuries.

The advertisements in the New York Evening Post are beautifully and clearly printed; they are handsomely displayed; they are never buried under a mass of undesirable and exaggerated announcements.

This multiplies their effectiveness.

Every reader of the New York Evening Post is a possible customer.

In other newspapers, the advertiser is glad to find one customer among thousands.

There is no waste circulation—every name is select—and there is no other certain means of having advertising gain admittance, attention and interest in the homes of the readers of the New York Evening Post.

The sales possibilities of advertisements in the New York Evening Post are many times greater, because of the means of the readers, and the larger requirements of homes of culture and good taste.

A famous reporter—and an owner of the Evening Post—Henry Villard, was born on April 11, 1835, in Speyer, Rhenish Bavaria. He emigrated to the United States in 1853, without knowing a word of English.

In 1853 he reported the Lincoln-Douglas debates. Later in the same year, with complete mastery of English, he became correspondent of the Cincinnati Commercial, and acted as legislative reporter at Indianapolis and at Springfield, Ill.

In 1859 he was sent to Colorado where, with Horace Greeley and Albert D. Richardson, he sent the first authoritative news of the finding of gold near Denver, which announcement was followed by a tremendous emigration to the West.

In 1860 at the Chicago Convention which nominated Lincoln, he acted as a correspondent for the New York Herald, and also at Springfield, Ill., during that campaign, and up to the time of Lincoln's departure for Washington.

His greatest fame as a newspaper man was achieved as war correspondent for the New York Herald and the Tribune. He took part in the Battle of Bull Run, Buell's Western Campaign, and by singular good fortune, added to his exceptional ability, he brought to Washington the first authoritative news of Burnside's disaster at Fredericksburg.

He was the only newspaper correspondent who dared to go in with the fleet at the attack on Charleston, in April, 1863, at which time he acted as a volunteer aide on Flagship "Ironsides." He was highly praised by the commander of the ship for his personal gallantry and unhesitating devotion to the exercies of his professional duty.

In 1866 he was sent by the New York Tribune to report the War between Prussia and Austria, and reached the scene of action only in time to see the wreck of the Austrian Army, after the Battle of Sadowa.

He continued in active newspaper work until 1873, when he began his brilliant career, reaching its climax when, as President of the Northern Pacific Railroad, that great transportation line achieved its completion in 1883

The Evening Post was purchased by Henry Villard in 1881, because he wished to do something useful for his adopted country by taking a daily journal of established reputation and putting it in charge of men who would give it increased political and business independence. This position and policy have been continuously maintained after his death in 1900, and to the present day.

Newspaper Characteristics Now Influence Considerate Advertisers.

Why the Ingersoll Watch Advertising will Appear in the Times.

There is a forward-looking firm of manufacturers in New York who make good watches and wage incessant, intelligent warfare for commercial justice and good faith.

It is a part of their creed that a trade-marked product should not be subjected to rate-cutting as a lure for new customers; they have also reproduced all other forms of deception and dishonesty.

The manager of sales and publicity for this firm has for years been prominent in the effort of the Associated Advertising Clubs of the World to make the printed representation of the business realm absolutely believable.

In the following correspondence this proclaimer of the word becomes a doer of the word. As between a maximum of character and confidence and a maximum of circulation, he chooses a newspaper that provides the maximum of character and confidence:

New York, March 23, 1916.

Detroit Times, Mr. James Schermerhorn,
Detroit, Mich.

Dear Mr. Schermerhorn:—For the first time in our business experience we are beginning to use some newspapers in perhaps thirty of the leading cities in this country. It isn't going to be a large campaign nor an important one, but in so far as it is capable of exercising any influence on the advertising situation in the country, we have been desirous of having it a good influence. To this end I looked over the list of newspapers as carefully as I could. I do not profess to understand the newspaper situation in this country, but I happened to remember when I came to Detroit, that you are there and that you are standing for clean advertising, and when I found that our agent had put the ——— on the list I asked what was the matter the Times. I am enclosing herewith a copy of the memorandum which they have sent me in reply.

Progress seems to be slow and bewildering in this world because when we came to call for sample copies of all the newspapers that we had under consideration, in order that we might examine their advertising columns and see what sort of copy they carried, it simmered down quite largely to a matter of finding that the strong advertising newspapers in nearly all of the cities seem to carry at least a modicum of advertising that superficially appears objectionable and, to quite an extent I am discouraged to find that the papers that are clean newspapers, in a good many cities, have adopted this policy purely as a business policy, apparently, and as a cloak to the fact that they have no other claims upon advertising patronage. That is, they are weak in one respect and another, commercially, and they seem to take the policy of cleanliness as a bait to get business that would not come to them on general merit.

The whole thing is so complicated and difficult that I confess to a good deal of confusion. I don't want to start on a campaign that is going to fail because the mediums are not strong and, on the other hand, we don't want to go out in a newspaper campaign that is seemingly going to overlook the papers that stand for decency, and give our patronage to those that have objectionable business; and still a third alternative that we do not want to face is that of being deprived of access to the public through newspapers, if we find a situation calling for their columns.

All of this I have written you not because it is an important thing for any paper to get the little bit of business that we are going to give, but I wanted your own frank statement of what you think an advertiser ought to do when he finds himself in a situation like this one.

We can't go into the newspapers successfully, apparently, without using those that have objectionable copy. We have need for some newspaper advertising. What are we going to do?

I wish to say that what I have said concerning some of the newspapers which adopt honesty merely as a policy, I know is not true in your case; but, on the other hand, according to the information given on the enclosed memorandum, we could not use one newspaper, and have it the Times, and expect to cover your territory sufficiently well to meet our purposes.

With kind regards, I am,

Very truly yours,

W. H. INGERSOLL.

Mr. Ingersoll's serious quandary—which is the quandary of many honest advertisers halting between consistency and expediency—the publisher of the Times sought to solve in the subjoined letter:

Detroit, March 28, 1916.

Robert H. Ingersoll & Bro.,
New York City, N. Y.

Dear Mr. Ingersoll:—The question submitted by your frank letter of the 23d, formulated in the light of the accompanying circulation data compiled from the reports of the Audit Bureau of Circulations by your advertising agent, reduces to this:

Why should a reputable advertiser pay .002 per line per thousand for a clean newspaper of inadequate circulation when he can get an unclean newspaper of nearly three times the circulation for .00137 per line per thousand?

I feel sure your perplexity would have been relieved not a little if your agent had been more than an adding machine in this matter. He uses a test of circulation values as droll as Washington Irving's Dutch burgomaster employed in adjusting disputes over trade balances. The Dutchman weighed the ledgers of the litigants. I can understand the disinclination of agents to consider the ethical aspect of the case; with reference to the interests of the principal they take the view of the commission merchant who was entreated by his associate to hit the trail with him at the revival meeting. "You forget," he said, "that one of us has got to weigh the wool."

As you have the courage and consistency to apply the principles you have always advocated to this process of "weighing the wool," let me summarize a portion of the Times' circulation report to the A. B. C. that your agent did not lay before you, to-wit: That the Times in the fifteen years of its upbuilding has attracted a constituency of substantial home readers by advertising and editorial integrity, and that its circulation (practically all of which is in the home and is enrolled by name on our books) represents people who take the paper as a matter of definite preference and principle; and that, inevitably, their confidence and loyalty extend to our guaranteed advertising columns.

Taking into account what it costs the Times (in a form of rejected business to produce a higher grade of service, the disparity in cost per line per thousand disappears; and when you reflect that in the three-to-one comparison, two out of the three are lost to the advertiser because they read the uncensored paper of large street and newstand sale superficially and skeptically, you will revise your judgment that the paper of larger circulation is more effective for covering the field than the Times. Moreover your copy gets better treatment in the matter of position and outstanding display than it can receive in the pages of unclean prints burdened with advertisements that are both inky and iniquitous.

As a matter of fact and experience, there is just as much difference between the clean newspaper and the one that accepts anything that is paid for as there is between the hand-bill or gutter-snipe and the regularly issued publication.

The Dry Goods Economist, pre-eminently the merchants' paper in the United States, puts this searching question to its readers under the caption, "Your Ad's Efficiency":

> **"Do you permit it to be impaired by the fakey ads which newspaper publishers too often place close to your publicity? Do you really like to see your name and reputation put on a level with those of concerns which live by deceiving the public?"**

Edward A. Filene, Boston's greatest merchant, rebukes the sneer that this is only the idealistic twitter of impracticables, when he declares:

> **"Then the drawing power of advertising is affected by the character of the other advertising in the same paper. If an ad, no matter how untruthful, is seen alongside a lot of mining stock ads, or gamblers' ads, it is discredited by its company. This is an unconscious process in the reader's mind; but it is a very real process."**
>
> **"And finally, the drawing power of an ad depends very greatly upon the general confidence which the public has in the paper."**

There are some advertisements that suffer no diminution of pulling power in an unclean medium, for they have no reputation to lose. There are others of such proven trustworthyness that have been in newspapers so long and consecutively that they have survived the corrupting influence of evil associates. But the Ingersoll watch—outgrowth of conscience, skill and character in the manufacturing field—will be a newcomer in the daily newspaper and, therefore, will be exposed to suspicion and misjudgment if it is found consorting with palpable fakes and rank overstatements in the business sections of the press.

While the Ingersoll spirit of public service and the Ingersoll passion for progress have been perfecting a dependable utility, which they have never felt like entrusting to the unethical columns of an unexpurgated press, the Times has been developing a medium of publicity in Detroit that provides both in character and influence an effective and convincing means of getting your message before the discerning type of people that you find it advantageous to appeal to in the interest of your prideful, trade-marked product.

Therefore, I believe the appropriation set apart for Detroit can be invested in the Times with full assurance that it will serve your purpose as gratifyingly in practical results as it could in any other medium, and at the same time leave you the fine reflection of having added practice to preachment in fulfillment of your long espousal of clean and truthful advertising.

When all advocates of truth in advertisng evince sufficient zeal for the cause to buy that kind when they go to market, the battle will be won; and they will get their reward, practically and positively through the enlarged acceptance and fruitfulness of all legitimate advertising.

Bellicose newspapers that clamor for bloodshed can pull off a fair-sized battle in their own sectors any time they care to challenge the sway of Mammon in their advertising departments. It will mean the loss of column after column, the reduction of rations and other salient set-backs, but if they yearn for carnage they will find this warfare-at-home well worth while; and they will really be battling for human rights—the right of the advertiser and reader to separate themselves from the society of charlatans and thimble-riggers.

Isn't it worth the investment, both of your appropriation and your influence, to thus join the other far-seeing proponents of advertising good faith—Frailey of Cambell's Soups, DeWeese of Natural Food, Dobbs of Cocoa Cola, LaFetra of Royal Baking Powder, Brown of Victor Talking Machines, Alvord of H. O., Erskine of Douglas Shoe, King of the Goodyear Tire, Mears of the Winton, Murphy of the Chalmers, Ericsson of the Rock Island, Roberts of the Chicago, Milwaukee & St. Paul, Morton of Nemo Corset, Bond of White House Coffee, Achenbach of Heinz' Pickles, McLaughlin of Baker's Chocolate, Perkins of Resinol, and many other national advertisers who are standing splendidly by their colors in the Times' untainted columns?

Very sincerely yours,
JAMES SCHERMERHORN.

The receipt of the following order for the insertion of the first advertisement of the series for the Ingersoll watch indicates that this prosperous company believes its best interests lie in the advancement of clean and dependable advertising as an ADVERTISER as well as an ADVOCATE:

New York, April 10, 1916.

To Publisher of the Times,
Detroit, Mich.

Insert the advertisement of Robert H. Ingersoll & Bro., to occupy 840 lines in issue of April 12th (or 13th), and charge to the account of Cheltenham Advertising Agency, Inc.

Fake advertising largely destroys the value of the space used by legitimate manufacturers. It is our policy to favor those newspapers which hold the highest advertising standards.

CHELTENHAM ADV. AGENCY, INC.

In accordance with the last paragraph of the above order, the Ingersolls are using the daily newspaper in every one of the thirty leading cities of the country that offers the most wholesome environment for their attractive copy.

We consider this significant; that is why we devote all our editorial space to it today.

By the Ingersoll watch it is time for the American newspaper advertiser who espouses Truth to buy as he believes.

* * *

Getting, Holding and Extending Subscriptions

Address Delivered at University of Illinois, by E. H. Childress, Editor Press, Fairfield, Ill.

It is hardly necessary to discuss the fact that "Getting, Extending and Holding subscripers" by a newspaper publisher is of the greatest possible importance. Subscribers are the bone and sinew of the newspaper business, and are the first necessary asset, as a matter of course.

There is one way to accomplish the end sought in this matter, and it may be expressed in a single sentence. Make the newspaper a household necessity, give it plenty of publicity, and the people will take it. But going further into the subject, the matter of making the paper a household necessity, requires no end of hard work, plenty of native newspaper instinct, and a studious application of thought to the work. There is no royal road to the reaching of three or four thousand subscribers for an ordinary country weekly in this day of cheap city papers.

The Wayne County Press is published in the county seat of Wayne county, and has a circulation, practically all paid up, of three thousand, at a subscription rate of $1.25 in the county, and $1.35 out of the county. The extra ten cents helps to defray postage expense, and is added with the explicit understanding that it is for the extra postage. If yours is one of the "dollar weeklies," you are not getting enough for it. Put at least a $1.50 value on it and ask this for it. A subscriber will pay $1.50 for a paper about as quickly as he will one dollar, if he likes the paper, and you can convince him that it is worth it. Ours never having been a dollar paper, we recognize of course that there would be more difficulty in raising the rate than in maintaining it, if it never were a cheaper paper.

The most prolific field for securing subscribers, we have found, is in the rural districts—on the farms. To interest the farmers in our paper we give very largely of our space for the accommodation of country news letters. We carry on our list at least forty country correspondents and they will average a letter every other week. The little news item, be it but the commonplace mention of the new hen house at Chas. Smith's, or a horse trade between Bill Jones and Podunk Clark, will be read with a relish by the neighbors of these worthies, just the same as the city subscribers enjoy the personal mention of their friends. We have learned that the people of "Lazy Lane" like to see their names mentioned, and we have subscribers at "Lazy Lane." It takes much time and long continued patience to train a corps of correspondents so that they will know what to write and how to write it. For their use we have compiled a set of rules, a copy of which goes out with every package of stationery we furnish them. We give close personal attention to the editing of these country letters, and often little touch from the editor's facile stub pencil, an otherwise commonplace item may metamorphose into an item of considerable news value to a community. Time spent in "dressing up" country correspondence is time well spent. I would not fail to emphasize the great importance of the well-edited country correspondence page as of the greatest value in extending and keeping the country circulation. This country circulation is valuable to you and your advertisers will learn to know that it makes a fertile field for them to plant their advertisements.

As the best single feature for holding old subscribers, and particularly the non-resident subscriber, the Press publishes annually, the first week in February, what we called the "Pink Press." It is an edition devoted almost wholly to letters from those who have wandered from our home county. They term it the "Wanderers' Edition." We use a good quality of calendered finish book paper, pink in color, hence its name. This year we published the 27th annual edition of the "Pink Press." We have been publishing the special edition so long that our readers know how and what to write for it, and it is made the means through which the many hundreds who have left the county the past twenty-five years may communicate with their friends back home, and with each other. It is likewise greatly appreciated by the home folks. We charge ten cents for the copies sold to non-subscribers, and the non-subscriber has no assurance that he will get a copy unless he is a regular reader of the Press, for, now and then we limit the issue to the actual subscribers. Besides its being a most readable number for all the subscribers, it affords a splendid opportunity for the non-resident subscriber to send along the annual remittance for subscription. We take pleasure in publishing all of those most entrancing and potent of business phrases, "inclosed please find check, for which please renew subscription to the dear old Press," etc. The psychological effect on a chronic delinquent, (a rare individual in our case) of reading several hundreds of these delightful introductions, is a most wholesome one, and more times than once after the "Pink Press" has been published we receive letters from those who failed to write for the issue because the $1.35 happened to be a little "shy" at the time. They apologize for the neglect, send their renewals, and tell us they enjoyed the "Pink Press." Five thousand dollars in gold would not tempt us to discontinue the "Pink Press" as a special issue so valuable as a subscription stimulus have we found it.

We keep a list of prospective subscribers and their addresses, and occasionally we send them sample copies of our paper. When we have a complimentary paragraph about an individual we see that he has a marked copy of it, and if he has a relation, who does not get the Press, he is also sent a copy. An item that will please the head of a family, will please the son-in-law, the father-in-law, the uncle, the aunts, the cousins, and all the rest of the relations. And we are not sparing in the complimentary paragraph. They like them. They catch more subscribers than criticisms and leave a better taste in the mouth besides. We have not set ourselves up as the regulators of the community, nor do we have a commission from any body of censors of the conduct of public or private individual. We take no delight in publishing items that cause heartaches.

Our paper owes much to its founder, the late lamented David Wright Barkley. Mr. Barkley took an active interest in the grange movement, when those activities were so marked in southern Illinois. He helped to organize the farmers; went to their homes, slept and ate with them, sat with them on the topmost rails of their pig styes, published the news to their liking, and those good old farmers who yet survive still take and swear by the Press, and their children and grandchildren do likewise. Our paper has had but two editors since then. The battle is half won if a paper is well established. Age likewise gives strength to a paper. It becomes a favorite in a home, and it is hard to supplant it with anything else.

Again, we employ the circular letter plan of extending our circulation. For instance, should a Wayne county girl marry a non-resident, she will, on the return from the honeymoon, find a letter from us telling her that the Press will give her all the Wayne county news, and that we should be pleased to have her subscription date coincide with her marriage date. And the bridegroom is a rare specimen if he refuses to have the name of his bride enrolled on our subscription records. The circular letter plan, if followed persistently, will net surprising results.

We have never indulged in contests; never given away any ponies, pianos, cheap jewelry, or "what not" to inveigle the unwilling subscriber to enroll his name with us. We are very much prejudiced against any of this class of artificial stimulus, for we believe they leave a paper in worse condition in the public mind than before; we believe it cheapens a newspaper, just as it would cheapen a physician to offer premiums for new patients. We believe a newspaper should go to the public strictly on its own merits as such, with no flap trap accompaniment, or clubbing proposition in which the price of our own appears to have been reduced. If we use the club at all, it is simply to acommodate our subscribers, giving them the advantage of the rate offered us, as publishers, on the city paper. But we never reduce the price of our paper.

If I were giving advice to country publishers I would say for them to make their papers the very best possible; make them reliable; make them fair in every thing—politics, religion, civic affairs—all matters. I would tell the public that I appreciated its patronage, at the offer of every opportunity. I would chuckle the youngsters under the chin and interest myself in them, when they came with their parents. Every chuckle now will mean a subscriber by and by. I would rather please one child than two octogenarians—they will remember it longer. I'd rather publish letters to Santa Claus for the children at Yuletide. I would pay attention to the children's column. I have often gone to trouble and expense to secure some cartoon, some special illustration, some cut or likeness of a well-known individual, whether in the city or country, would make no difference. For instance, when our city accepted its water works a year or so ago, we had a three column cartoon of the Press editor washing his dishes out in the back yard, using the garden hose on them, while his wife was away in Texas. The public was never advised that I had secured the cut from one of the city papers more than a year before that time, and had kept it for its specific use at the very time it would be most appreciated. We keep our readers expecting something out of the ordinary all the time. It is a wholesome thing to do if you want to preserve their names on the mailing galleys.

Follow some of these suggestions and you will never hear that mythical fellow that we have heard about in some localities who says he does not want to take our paper because it hasn't as much "readin" in it as the city paper, or is not "fifty cents a year like the Squodunk weekly Star," or who, when asked to subscribe for your paper will say that he takes "the city paper and that gives all the news."

ADVERTISING RATES IN THE WAYNE COUNTY PRESS, FAIRFIELD, ILL.

(Effective January 1, 1916.)

Display

Ten inches or over, one time, 12½ cents per inch. Subsequent (consecutive) insertions same ad., if advised at time the copy is submitted, 10 cents per inch. Three months' contract, or longer, ten inches or over ten cents per inch each insertion.

Less than ten inches, 15 cents per inch. Minimum of 50 cents. Discount on yearly contract. Display ads shall mean ads. set in type larger than reading matter type. Extra charge of 5 cents per inch for ads, or such parts of ads. set in reading matter type. To get display rates, more than one-half of the total space, not including cuts, shall be in type larger than 8 point. Extra charge for "freak" ads (if accepted at all) or for ads set across the page, unless they shall be as many inches deep as columns wide; also for making them print well. The above rates do not apply to advertisements in the "Pink Press," except as to time contracts that extend over date of its publication.

Cards

Per inch by the year, $5.00. Less than a year and over three months 50 cents per month. Ten cents per inch extra for each change of "copy." Right reserved to charge extra for use of cuts in cards.

Locals

Five cents per line. Extra line charged for Black Faced Heading. Six words usually make one line. No local accepted for less than price of three lines. For a star or rule bordered local an extra charge for three lines is made. Pica (black-face) locals, ten cents per line.

Card of Thanks

Received only at regular advertising rate. Obituary verse accepted as advertising. Right reserved by the editor to 'edit copy' on obituaries, unless such parts of them as are not of general news value, are paid for.

Resolutions

Fifty cents to one dollar each.

Announcements

County Office—Ten Dollars; Town, City or Village Office, $1.00 to $3.00; District, $10 to $15. Payable in advance.

Page Ads.

Patrons desiring page ads., will advise us on Friday or Saturday of week preceding date of insertion.

Position

Special position not guaranteed, except by special arrangement and only when "copy" arrives early.

Copy

For display ads. should be given us early Monday.

Contracts

These rates do not affect unfinished yearly contracts existing prior to January 1, 1916.

Commission

No commission on above rates allowed advertising agencies.

Circulation

With 3,000 sworn circulation, (the best by far in the county) our advertisers are not only guaranteed **"quantity,"** but as our readers are the livest, the most prosperous, and are the wealth-producing class in Wayne county, **"quality"** is also reached through our advertising columns. Linotype composition, the **"modern way,"** enables us to put out a paper that the public appreciates.

CHILDRESS & KNODELL, Pubs.

"COUNTRY CORRESPONDENCE"

Jacob L. Harbrook, City Editor Pantagraph, Bloomington, Ill.

The term country correspondence is a relative one. The paper published in a smaller town of the county gets its country correspondence from Long Point, Burns Road, Snider's Crossing and King's Mill. The editor of the paper in the county seat considers his country correspondence from towns of perhaps 1,000 population in various parts of the county. I presume that the haughty editor of the Chicago daily thinks of a news item from Champaign, Bloomington or Danville as a part of his country correspondence. And carrying the proposition still further, it is likely that the New York editor thinks of Indianapolis and Baltimore as being away back in the country while Paris and London believe that any American city is located in the wild and woolly.

This being true, it will remove any sense of slight to speak of country correspondence, for we are all in the same boat. Whether we come from small towns or larger ones, there is somebody somewhere who thinks of us as being from the country, and we shall have to bear whatever derision may attach to the term. And so let all today think of being just country folks together.

Like all the other problems of newspaper making, that of handling the country correspondence or news from outside of the town of publication will never be entirely settled. Like the poor, we shall have it with us always. This being so, a burden is removed from my mind, for I shall not feel compelled to say anything which will move you gentlemen to exclaim: "There, that settles it; I shall never have to worry about my country correspondence any more."

The country correspondent is not only always with us, but he sometimes adds to the gayety of nations. That I have been able to stand the grill and grind of a considerable number of years in the newspaper business, without losing all my hair and all my teeth, is in a measure due to the good, hearty laughs that I have at times enjoyed over the work of country correspondents and cub reporters.

The country contributor usually perpetrates his humor all unconsciously. For instance, it was without doubt the farthest from the mind of the town reporter to work off a joke on his paper when on a certain occasion he sent in his batch of news on Thursday as usual and added this significant paragraph: "Grandma Smith, one of our pioneers, is very low at this writing. If she dies, she will be buried Sunday." It may be hard to imagine when poor Grandma Smith would be buried if she did not die.

One time in a certain little city of our county, there was perpetrated a very sensational burglary, in which all the principal stores of the towns were robbed. The correspondent sent to his paper a clear and concise statement of the facts about the burglary, and wound up with this tribute to the efficiency of the guardian of the peace: "Mr. Thompson, our town marshal, was sitting up all that night with a sick relative, hence there is no clew to the burglar."

We used to have a correspondent in a little town, who was a pretty good news gatherer, but he had the fault of forgetting to give the names of the people concerning whom he wrote. He would say, "Our genial postmaster," or "one of our old citizens," instead of mentioning the name of the person whom he referred to.

He had been repeatedly cautiond about this, and told to be sure above all else to get the names of his people. One day he sent in the story of a big wind storm which had passed over the village, and added: "John Smith's barn was blown down, and three of his finest cattle were killed. Their names were Bessie and Molly and Bill."

Still another correspondent wrote a touching obituary of a citizen who had died, and stated that the cause of death was rheumatism and old age, from which he had suffered from childhood.

Of course no Illinois paper would print such an item in its country letters as I recently saw in an Arkansas newspaper from one of its towns. It said: "Quincy Ottinger is serving vegetable soup to his customers this week. His oyster has got the grip."

The outside correspondent of a newspaper seldom feels the responsibility on his own part of keeping his statements outside the pale of libel, such as the seasoned editor always has in mind. He feels at liberty to take a fling of pleasantry at his fellow citizens, without regard to whether or not they like it. A Watseka paper had an experience with one of this kind, in which the citizen did not sue the paper, but took action against the correspondent himself. The offended citizen had evidently embarked in the poultry business, for the correspondent wrote of him: "John Smith will turn to a chicken yet if he don't watch out. He is already crowing over the money he is making." John did not see the joke, and sued the correspondent for $5,000.

Who furnishes the most of the news for your paper? Is it the cannonball editorial writer, or the star local reporter? Not much; it is the country correspondent. I mean by that, that the number of items of news in the average Illinois daily or weekly paper, furnished by the country correspondent is greater than the total furnished by the local and telegraph departments. As a test of this statement, I recently took the trouble to count each separate item in the paper with which I happen to be connected. It may surprise some of you who have never done this, to take an actual census of the different subjects treated in each issue of your paper. I was surprised by the small number, comparatively. Before counting, I would have said that the total would be over 1,000. But the count showed about 350, or about one-third of the number I had guessed. In making the count, I considered each separate subject as one story, whether it were a murder story of a column length, or a short personal notice. Now, if the 350 separate items in this issue of the paper mentioned, over two-thirds of them were contributed by country correspondents. That is, the country contributors furnished a larger number of items than the combined product of the local reporters, the scissors editors and the Associated Press wires.

If you think that these items from the country correspondents are of less importance than the stories furnished by the local staff of the telegraph wires, let one be in any one of the towns from which these contributions have come on the morning of the arrival of the paper. What is it that the people of the town look for first in their favorate paper? It is the news of their own community, and this is gone over and digested by the readers before the general news of the day is considered. Last fall, as a means of getting a little variety from a continual office grind, and in order to acquaint myself personally with many of the towns in the paper's territory of circulation, I made a series of trips to the various towns and villages. From that experience, the importance and value of the country news was impressed upon me in a way which had never before been done. I realized that to be scooped on an item of any considerable importance to any one of these towns, was as bad a fall-down on somebody's part as it would have been to have missed a good story in the town where the paper is published.

As to the pay of country correspondents, I imagine that this is a subject of as constant worry and annoyance to each of you publishers as it is to the management of the paper with which I was connected. Of course, there is no standard of pay for such work as this, and on this very account the keeping of regular correspondents, and the maintaining of them in a contented frame of mind without too great a tax on the income of the paper, is a problem never entirely settled. You all know, as I know, that there are extremes in this as in other parts of our business. On one extreme is the correspondent who loves his work for its own sake, as we sometimes read of the person who loves art for art's sake. I recall now one such man who is a shining example of his kind. This man, the proprietor of a little drug store in a country town, acted as correspondent for a newspaper in the county seat for twenty-seven years, sending his letters as regularly as the trains ran, and never considering any trouble or exertion too great to get a piece of news of his town to his paper ahead of its competitor. His only compensation through all these years was a free copy of the paper he served. Then he died, and the publisher of the paper sent a nice bunch of flowers to put on his coffin.

But whether a correspondent's pay is large or small, it is safe to say that he appreciates it more if sent promptly at settlement time, at the end of the month, quarter or year. A curious little item appeared in a certain newspaper of Central Illinois in one of its country letters last year, and it formed an illustration of the necessity for carefully editing such matter. After this correspondent had chronicled the news of the week, he added this paragraph: "I don't see why I don't get my pay. I have received no money from you since last January." And that item got by the editors, printers and proofreaders, and actually appeared in the paper. Probably that correspondent was promptly paid up to date and fired.

If there is one thing more than another which riles the country correspondent, it is to belittle the importance of his news by holding it back from publication after it is received. The rule is made, and almost invariably lived up to, in the Pantagraph office, that country letters shall have the right of way over all matter except that of the very highest importance. This rule in almost all cases results in the publication of these letters on the day after their receipt in the office. Of course, there are rare times when the rule is infracted, and then we hear of it. If we attempt to jack up a correspondent for not attending to business promptly, we are met with the rejoinder that he did not suppose it made much difference, for only last week he sent in some news and it was not published for four days after he sent it. Promptness of publication is a constant spur to the correspondent to keep up his end of the game. A set of correspondents who are lax in their ideas of the importance of news are little better than no correspondents at all.

If it is important to secure good country correspondents, it is equally important to keep them going at a clip which insures satisfaction to the readers of the paper in all communities. You need not think that the getting of the news of a town for a month when the correspondent first begins work, will suffice for the following six months. The readers of your paper in the towns outside of the home office are more sensitive than those at home. For instance, the Champaign reader of the Champaign paper will take it and pay for it month in and month out because he gets the habit, and he thinks he has to have the home paper. But the reader in a town thirty or forty or fifty miles away from Champaign, has no interest in the paper if it does not report the news he is interested in, the news of his home town. Therefore, if the correspondence in a given community grows slack the circulation department will notice it first of all, for a few at a time the subscriptions will fall off, until your circulation in that particular town becomes nil. We all know how a new broom sweeps clean, and also how a new correspondent in a town at first shows great energy and enterprise. But the real test of the correspondent's value comes after he has been on the job for a few weeks or months. The novelty will then have worn off, and if he attends to business regularly after the first few months, he is probably the man for the work.

I have used the masculine pronoun most of the time in speaking of correspondents, but probably each of you publishers has had experience with women as writers from your smaller towns. In our own experience, we have found women in many cases made tip-top correspondents, although they work under the handicap of being less able to rustle around to get a story at night, as is often necessary when working for a morning daily. These occasions, however, are so comparatively rare, than when we get a good feminine correspondent in a town, we keep her at work, even if at infrequent times we have to call on somebody else in the middle of the night to give us the details of a fire or acccident. In one case which I recall, a man had served as correspondent in a town for several years, and done the work in fine shape. On his death, his daughter took up the correspondence without an interruption, and now for several months has been doing the work with as much efficiency as her father had done. She had gained the acquaintance and methods of handling news by working with her father during the years of his service, and she naturally dropped into the niche left by his death. In these days of the universal use of the telephone, women can pick up a lot of news by talking to their neighbors without leaving their own firesides. I have even known of cases where women have listened to what their neighbors had to say without the knowledge or consent of the neighbors.

In the large variety of country correspondents which all of us have known, I recall one instance which is unique so far as my own experience goes. This is the case of a correspondent in a medium sized town not far from a county seat. This correspondent is the pincipal of the town schools. You may wonder how he gets time to furnish the news to the paper. That is just the point. He doesn't. Instead, he asks the pupils of his high school to do it, and grades them on their work in this line the same as he does in other lessons in English composition. The result is, that once or twice a week he sends to the county seat a big batch of items, written in excellent style and neatness, and presumably censorized and past by the head of the schools. Can you beat that for technical perfection? As to the quantity and variety of the news, what could beat the hustling qualities of a bunch of school boys and girls for gathering the news of the town. If an item gets away from all of them, it must be a nimble sprinter. This correspondent divides the work among his classes; the seniors furnish the news one week, the juniors the next, and so on. It's a great system, and the principal of this school deserves a position of much greater responsibility as a reward for his good generalship in keeping the pupils lined up week after week.

Any statement concerning country correspondence must take into account the use of the telephone. No paper depends upon the mail service entirely for getting its news nowadays. Just to what extent the telephone may be used profitably for the gathering news, depends upon local conditions. A system which could be used to advantage by one paper in one town might be found impracticable in another. Our office combines the mail and telephone methods in such a way as to secure the news from all the surrounding territory at the earliest moment, at least theoretically. Correspondents have instructions to use the telephone at the expense of the office in all cases where they are not sure the news sent by mail will get to us the same day. At one time we tried the plan of calling up by phone each of the important towns in our territory each night. But we found after a few weeks' trial that the number of fresh items secured in this way was hardly sufficient to pay for the time and the telephone tolls which it required to secure them. By gradual education, we find that correspondents usually learn to properly discriminate as to the importance of an item as to whether or not the telephone should be used instead of trusting to the mails.

In the matter of mail service, of course, the newspaper must see that letters received at their home postoffice do not lie dormant in the office any length of time. On this account, frequent visits to the postoffice by a messenger from the newspaper office, combined with the regular deliveries by the letter carriers must be used to insure against delay of important news through the mails. Excuse me for referring again to the paper with which I am connected, but it may be of interest to know that for some years the Pantagraph used a system of letter serviec on the trains outside of the mail sacks of the government. The text of a ruling made by the then postmaster general in 1899 was secured and printed on the outside of an envelope which was especially designed for our use, and which became known up and down the railroads running into Bloomington for fifty miles in every direction as the "Big P" envelope.

Those of you who have watched newspaper evolution in Illinois in the last few years have not failed to note the radical change in system in the big papers published in Chicago. They have gradually tabooed the country correspondent, which in their case means the writer from Champaign, Decatur, Danville, Olney or Cairo. Time was when a good story from any of the considerable towns of the state was worth some space and display in the columns of the Chicago papers, and every issue they devoted some colunms of theirs to down-state news. How different now. An item from an Illinois community outside of Cook county now has to be at least a triple murder in order to get position in the Chicago papers, and chances are that even then it will be trimmed to a half dozen lines. It is my opinion that if any one of the Chicago papers were today to start the deliberate plan of playing up the news of the state as it deserves to be played, that its down-state circulation would increase so much that the other Chicago papers would not be within shouting distance. Look at the Cincinnati Enquirer, which in every day drags the State of Ohio with a fine toothed comb to get items from every community. They tell me that its circulation throughout the State of Ohio is a marvel. We have no paper in Chicago that does for Illinois what the Enquirer does for Ohio, and consequently no Chicago paper has the down-state circulation which the Cincinnati publication enjoys throughout its own state.

If I might sum up in a few words the general proposition of getting the news of your contributing territory, it might be in some such way as this: Get a large and active staff of country correspondents at work for your paper. Jolly them along and keep them in a contented frame of mind, by one means or another, and on the job all the time. Then will your reward be a constantly growing circulation in your territory and a more complete newspaper. And then shall the number of cylinders in your motor car increase from year to year.

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PRESIDENT THORPE DECLARES DEVELOPMENT OF JOURNALISM TEACHING REMARKABLE

Lawrence, Kansas, April 21.

Merle Thorpe, President of the American Association of Journalism Teachers in session at the University of Kansas today and tomorrow in the opening address characterized the development of journalism teaching in universities as remarkable in the annals of American education.

"Nine years, ago," said he, "universities and newspapermen generally regarded such training as impracticable. Today this Association is composed of 145 journalism teachers who are teaching 2,700 students in 46 universities and colleges. When we consider the difficulty which law, medicine, engineering and agriculture had in establishing themselves as university subjects we have reason to feel grateful for the reception accorded us. This is due largely to the coöperation of active newspapermen who have always felt the right was theirs but which has been underestimated and unrecognized by the general public."

The Association is undertaking a comprehensive study of the whole field of journalism teaching, including eleven distinct phases from reporting through business administration to magazine making, in three main groups, Teaching, Direct State Service, and Research.

Under the general division of Teaching, the convention studied the handling and treatment of news and discussed the best methods employed in the various schools and offices in teaching of the subject of reporting and editing news; the utilization of the college paper and collaboration with University's publicity department; editorial material, methods, direction and ethics; how to plan campaigns, how the students are taught to appreciate the power of the newspaper, what course in ethics and public opinion might be advantageously given in connection with an editorial course.

The history and philosophy of journalism in America and other countries and what is being taught and should be taught along these lines was discussed. The best methods of teaching advertising, combining theory with practice were given serious consideration as were the best methods of teaching the principles underlying circulation, and text used and the application of theory. Cartooning and illustrating, printing and engraving, specialized journalism and magazine works were also discussed.

Concerning Direct Public Service the Association is confronted with the question as to what direct state service and the state and society can legitimately expect from the state's department of journalism; whether the attitude of journalism teachers in the past advocating the introduction of cost systems, short courses, journalism conferences and the like has been well advised.

Those who were on the program were: Franklin Matthews, Columbia University; Fred Newton Scott, University of Michigan; John M. Cooney, University of Notre Dame; Walter Williams, University of Missouri; J. W. Piercy, University of Indiana; M. M. Fogg, University of Nebraska; F. W. Kennedy, University of Washington, A. W. Hopkins, University of Wisconsin; Albert F. Wilson, New York University; Dean Will H. Mayes, University of Texas; F. W. Scott, University of Illinois; Eric W. Allen, University of Oregon; J. B. Powell, University of Missouri; H. H. Herbert, University of Oklahoma; Jos. S. Myers, University of Ohio; W. P. Kirkwood, University of Minnesota; Everett Wallace Smith, Stanford University; Dean Talcott Williams, Columbia University; F. L. Stone, University of Montana; and Carl H. Getz, University of Montana.

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AMERICA'S TRAVELLERS BEHIND WORLD'S SALESMANSHIP CONGRESS

One hundred and forty thousand salesmen of America, through their executive heads, have pledged their support of the World's Salesmanship Congress which is to be held in Detroit, July 9, 10, 11, 12, 13.

The United Commercial Travelers, with its 75,000 members, has actively interested itself in the coming congress by the appointment of a committee consisting of its highest officials, who are to boost the congress to all members of the organization. The committee follows: Frank S. Ganiard, supreme counsellor, Jackson, Mich.; George E. Hunt, Boston, Mass.; W. E. Ford, Mansfield, Ohio; M. J. Howard, Detroit; Frank J. Rosser, St. Louis, and C. E. Barker, Columbus, Ohio.

The Travellers' Protective Association having a membership of 65,000 salesmen, has enthusiastically endorsed the congress and appointed the following men to promote it in the ranks of the T. P. A.; George V. Steffins, chairman executive committee, St. Louis; Vincent J. Schoenecker, ex-president, Milwaukee; W. O. Hudson, ex-president, Omaha, Neb.; and T. X. Logan, ex-president, St. Louis.

It is almost certain that enough members of these two organizations alone will attend this first get-together of the world's salesmen to insure its success. But besides, tentative plans are under way whereby it is hoped many of the large concerns of the country and Canada, holding summer conventions of salesmen, will coöperate with the congress in fixing dates for these conventions so that the salesman may have the opportunity of stopping over in Detroit while the World's Salesmanship Congress is in session.

Salesmen and sales managers are getting more enthusiastic about the coming Congress every day. The tentative program already announced covers salesmanship and matters of interest to salesmen so thoroughly that the men making their livings by getting the signature on the dotted line are daily, by letters, telegrams and cablegrams, expressing their hearty support and promising to attend.

Learning From the Lives, Ideals, and Methods of Today, Successful Newspaper Makers and Printers

Biographies of Those who will Deliver Addresses at the New York Convention, of the N. E. A., June 19—21, 1916

BIOGRAPHY OF MELVILLE E. STONE

General Manager of the Associated Press

Born at Hudson, Ill., August 22, 1848; son of Rev. Elijah Stone, a Methodist minister; removed with parents to Chicago in 1860, and was educated in the high school there, beginning his newspaper career by reporting for the Chicago Tribune while still a student in the high school, and graduating from there in 1867. After graduation he turned his attention to mechanics, and he conducted a machine-shop from 1869 to 1871, when, in the great fire of October 8-9 his property was all destroyed. He then became editor on the Chicago Inter-Ocean, later a special correspondent at Washington. While engaged in newspaper work he became impressed with the idea that a daily newspaper of independent views, which should stand for all that was best, and which would give all the news for a cent, would be a success in Chicago, and in 1875, he with partners, established the Daily News, soon afterward buying out the other interests and selling them to Victor F. Lawson. A morning edition was started in 1881, which a few years later became the Chicago Record. Mr. Stone started the News with the idea that the work of the reporter was the foundation of success of the newspaper, and his force of local news-gatherers and of correspondents included men and women many of whom have since made themselves famous in journalism and literature. The paper scored many brilliant coups in publishing the first news of important events, and while thus distinguished for its enterprise, the paper became also a great moral and civic force in its absolutely independent stand for civic righteousness in Chicago. The Daily News was a great success, but in 1888, his health being seriously impaired by overwork, he sold his entire interest in the two newspapers to Mr. Lawson, and for two or three years traveled abroad. On his return to Chicago he organized the Globe National Bank and conducted it as president until 1898, when it was consolidated with the Continental National Bank of Chicago. He became general manager of the Associated Press in 1893, and has since filled that office and he has made it the most effective news-gathering agency in the world, with organized divisions covering every section of the country, and with foreign connections of the most widely ramified character. The modern newspaper in our larger American cities represents the most complete and accurate statement of daily history the world has ever seen, and this completeness is largely due to the fact that Mr. Stone has brought to his task a knowledge of news values and a genius for news gathering which is probably greater than that of any other man. Address: 51 Chambers Street, New York City.

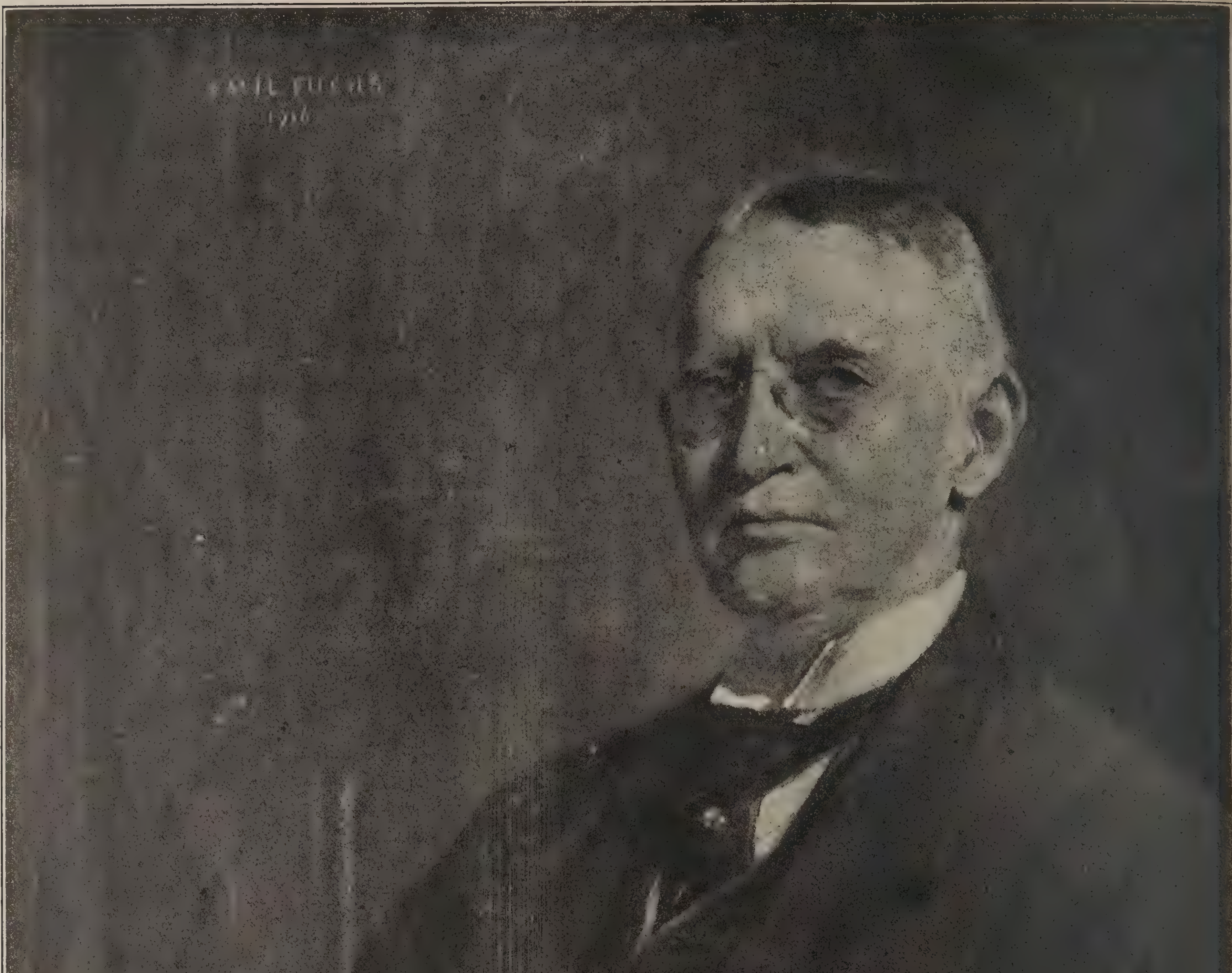
* * *

ADOLPH S. OCHS, PUBLISHER N. Y. TIMES

A newspaper man since his early boyhood, caring nothing for any other vocation and devoting the most centered attention of an analytic mind to the problems of producing a big newspaper, Adolph S. Ochs presents an interesting study as a dynamic journalist. Prior to 1896, when he became owner and manager of the New York Times, Mr. Ochs had achieved distinction as the man who made "the paper that made Chattanooga famous." Chattanooga was not so big a city as New York, but its paper that had been made great and influential by Mr. Ochs had attracted attention to such an extent that its manager did not enter the metropolis an entire stranger.

Mr. Adolph S. Ochs, Publisher New York Times

In the seventeen years that he has been publisher of the Times in New York he has become better known there by making a paper that has been described by an adequate critic as coming the nearest of any newspaper to "presenting a truthful picture of life in New York and the world at large." This same commentator described Mr. Ochs as the best and highest example of the commercial publisher. This assigning of him to the category of men in the newspaper business who have their eyes chiefly on the chance to gain is not pleasing to Mr. Ochs, however, nor to his friends, who point out



Mr. Melville E. Stone
General Manager of the Associated Press

After a Painting by Emil Fuchs

By courtesy of the Artist and the "Editor and Publish that all the facts indicate that Mr. Ochs is not that kind of a journalist nor the Times that kind of a newspaper.

The theory adhered to by Mr. Ochs as to what makes a newspaper great and in a high sense successful is the confidence of its readers and the respect of the community. This comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a publisher conforms to such principles and is guided by such ideals the newspaper that results is not to be characterized as "commercial" in so far as that term may imply that the highest ideals do not influence its course.

These are the conditions that are characteristic of the New York Times under the management of Mr. Ochs and they may be taken to mean absolute independence of any outside control or influence. If such a newspaper shall achieve the rewards of great circulation, a large volume of advertising, and substantial profits, as the Times has done, it may be assumed as a fact that it is a newspaper of principles, brains, ideals, and convictions.

Mr. Ochs was born in Cincinnati, Ohio, in March, 1858. His parents came to America from Germany in 1844. He was educated in the common schools of Knoxville, Tenn., and there began his newspaper career while a schoolboy, carrying papers to the subscribers. This was at the age of 11 years. Later he learned the printing trade, and in 1876 he became assistant to the foreman in the composing room of the Knoxville Tribune. In 1877 he joined the staff of the Chattanooga Dispatch and became its editor in chief. In 1878 he acquired a half interest in the Chattanooga Times, which he developed into a leading newspaper of that state. Incidentally, he established the Tradesman, which is familiar to Southern business men, in which periodical he still owns a large interest. He also established the Southern Associated Press and become its president. In 1896 Mr. Ochs became publisher and controlling owner in the New York Times. In 1901 he purchased the Philadelphia Times, which was managed by his brother, George Washington Ochs. The next year he paid more than $2,500,000 for the Philadelphia Public Ledger, and the two papers were consolidated. He has since sold his Philadelphia newspaper.

There are but few editors and publishers of this period who came up from printer's case to be owners of great papers. The case of Mr. Ochs is illuminative and inspiring. He was a printer's devil, a cub reporter, a handy man about the office of a small country daily, and is now one of the most prominent newspaper owners and publishers in this country's largest city. This man is immersed in the profession, and, figuratively, saturated with printer's ink. Men who have been intimately associated with him in his newspaper career of more than forty years realize that he has maintained high ideals of journalism because he honestly believes in those ideals. His conception of a newspaper is that it should promote good citizenship and make accurate chronicle of the events of the day and the opinions of best authorities on subjects of general interest. The Times is more interested in a public robbery than in a private burglary. It is not a muckracking publication and it frowns upon indiscriminate attacks for purposes of transitory popularity or to build circulation.

It is told of Mr. Ochs that the entire municipal advertising of New York City, amounting to $150,000 a year, was declined by the Times when the offer implied indirect influence over the policy of the paper. On one occasion the Board of Aldermen of New York voted $33,000 to the Times and a similar sum to other New York Newspapers to print the official canvass of an election result. The Times refused the advertising on the ground that it was an improper and extravagant expenditure and denounced the appropriation editorially. The Board of Aldermen reconsidered its action. Out of regard for its own dignity, the Times once refused an offer by a campaign committee to circulate 1,000,000 copies of an issue which contained an editorial unexpectedly pleasing to that committee.

It is the belief of Mr. Ochs that a newspaper ought to be just that. He is of the opinion that it is the function of a newspaper, not to make news but to print news. To let people know what is happening of interest to them and to make fair comment on the news as it appears, seem to this very successful publisher to be the true field for a daily newspaper. His success in publishing papers on that line seems to indicate that he has a grasp of the situation which is worthy the attention of young men who are entering the fourth estate.

—From the Dallas (Texas) News, Feb. 21, 1914.

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THE HONORABLE JOSEPHUS DANIELS, SECRETARY OF THE NAVY

Editor Raleigh (N. C.) News and Observer

Josephus Daniels, of Raleigh, N. C., 1851 Wyoming Avenue, Secretary of the Navy, was born in Washington N. C., May 18, 1862; son of Josephus and Mary (Cleves) Daniels; journalist by profession; editor Raleigh (N. C.) News and Obeserver; married Addie W., daughter of Maj. W. H. Bagley, May 2, 1888, and has four sons; State printer of North Carolina 1887-1893; chief clerk Department of the Interior 1893-95; trustee University of North Carolina; has been the North Carolina member of the Democratic National Committee for 20 years; received the degree of LL. D. from Davidson College, the University of North Carolina, and Ohio Wesleyan University, and the degree of Lit. D. from Washington and Lee University. He is intense in his work for both, his paper having the largest circulation in his state.

His family moved from Washington, N. C., to Wilson, N. C., and it was there that the future editor of North Carolina's greatest newspaper entered the "field of journalism." He started a little paper, he was an amateur editor, and it is told that at an early day he projected his thoughts in to the future and talked of his hopes of one day being the editor of a paper at the capital of the state. His first amateur paper was called "The Cornucopia."

He became thus, after serving his novitiate as the editor and owner of a weekly paper at Wilson, the Wilson Advance. He was editor in Wilson when eighteen years old, and finally the time came when he went to Raleigh, first as the editor of a weekly, and soon after as the editor of the Raleigh News and Observer. He put his individuality and his personality into his paper. It grew and grew, and now it has double the circulation of any other paper in North Carolina, being "at home" in its own handsome office building, one of the most complete and most modern in the South, in it being published also his two weekly newspapers, the Farmer and Mechanic, and the Weekly News and Observer. A feature of the News and Observer is a monthly section, magazine form, the North Carolina Literary and Historical Review, and a yearly publication, the North Carolina Year Book. He takes a deep interest in educational affairs and is a member of the executive committee of the Board of Trustees of the University of North Carolina.

Has a Genius for Work

Back of Mr. Daniels' remarkable success, as editor and publisher in North Carolina, is the man himself. He has a genius for the work, and he is fearless in his espousal of great issues. His life has proved a moral force behind the paper, and he is always to be found on the moral side of any issue, pressing it to the front. He does not wait for others to mark a course for him, but he blazes the way. His position is the same in his battles for Democracy, and he takes advanced positions in having his party serve the people. He is a constant reader of the weekly papers of the state, keeping in touch with the people and their needs, so he knows how to mark his course. Because of this his paper has come to be known as "The Old Reliable."

Hon. Josephus Daniels, Secretary of the Navy

Mr. Daniels has never sought office. In fact, he holds that no editor can do his best who is a seeker after office, and so while he has given freely to advance other men's political fortunes he has sought none for himself. His devotion to Democracy is recognized by the state and the party, and for sixteen years he has been the North Carolina member of the Democratic National Committee, his membership on that committee longer than any member from any other state except one. In the campaign of 1908, he was chairman of the Literary Bureau, that position one of extreme importance, with headquarters in Chicago.

In the campaign of 1912, Mr. Daniels was again a member of the Democratic National Committee, reelected unanimously. He was chairman of the Press Committee which provided for the newspaper people at the Baltimore Convention, and was the Chairman of the Publicity Committee of the present campaign, with headquarters in New York. Personally, and with his newspaper, he advocated the nomination of Governor Woodrow Wilson for President, and was one of the leaders who carried the Wilson standard to success. A man of wisdom and sagacity, he is held to be a safe adviser and his opinion is sought on matters of importance, his position as one of the members of the campaign committee selected by Governor Wilson and the Democratic National Chairman W. F. McCombs.

For Freedom of the Press

In his newspaper life Mr. Daniels is one of those editors who has been "sent to jail." Not really in jail, though the Federal judge who imposed sentence on him wanted to put him there, but opinion was too strong for him. Editor Daniels was, however, kept in custody by a United States marshal in a hotel room, the marshal staying with him night and day for some time. Editor Daniels had sharply criticised Federal Judge T. R. Purnell, of the Eastern District of North Carolina, for his acts in connection with the receivership of the Atlantic and North Carolina railroad, property of the State of North Carolina. Judge Purnell held him in contempt of court for his articles and had him haled before the court. He imposed a fine of $2,000 and Editor Daniels declared "I will not pay one cent," that he would rot in jail first. He was put in custody of the United States marshal till he paid the fine. That afternoon the marshall was expected to take Mr. Daniels to jail, as he refused to pay, but the marshal would not act till Judge Purnell gave the direct orders. Judge Purnell found he dared not do this, though it was understood that he had at first determined to send Mr. Daniels to jail in place of imposing a fine. The United States marshal secured a hotel room and held Mr. Daniels a prisoner there. An appeal was taken to the United States Circuit Court, and Judge Peter C. Pritchard came to Raleigh to hear the appeal. Promptly on hearing the case he found Mr. Daniels not guilty, and remitted the $2,000 fine. The Editor had won a great victory for the freedom of the press by his courageous and determined course. The action of Judge Purnell had aroused the state, telegrams and letters offering financial and other assistance pouring in on Mr. Daniels. As it later developed, friends of Mr. Daniels unknown to the editor had determined that he should not be put in jail, that such action would be forcibly resisted, but happily for peace the release and exoneration of Mr. Daniels was ordered. He was given an ovation when he was given his liberty.

Mr. Daniels has a most interesting family circle, and is a man devoted to home life. His wife was formerly Miss Addie Worth Bagley, of Raleigh, N. C., a member of a distinguished family, a sister of Ensign Worth Bagley, the first man and the only American naval officer to fall in the Spanish-American War. Her father was Major W. H. Bagley, major in the Confederate Army, state senator and long clerk of the Supreme Court, and her grandfather was Jonathan Worth, who was State Treasurer and Governor of North Carolina. She is a member of the Woman's Club in Raleigh, leader in the hospital work, member of the Colonial Dames, Daughters of the Confederacy, on the board of directors of Society of Sponsors, having christened the torpedo boat "Bagley," named for her brother, who was killed at Cardenas in the Spanish-American War. The family group has in it four bright boys, and it is known that the Daniels' home life is an ideal one. And in his relations with men and women on his paper, there prevails the same happy conditions as exist at his home, for it is known as "The News and Observer Family."

The Evening Post's Sketch.

The New York Evening Post, in an article relative to Mr. Daniels as head of the Democratic publicity bureau during the campaign of 1912, said:

"Josephus Daniels in his editorial sanctum at Raleigh, worked hard for the nomination of Wilson. This was accomplished. Daniels being a member of the National Committee, a seasoned campaigner and a close friend of William J. Bryan, was named on the campaign committee, and gladly took off his coat for hard work.

"He is one of the kindliest of men. He is never so happy as when he is in Raleigh with Mrs. Daniels and their four sons. He doesn't smoke, drink or swear, but he talks with the rapidity of a Gatlin gun.

"There is little of the grasping in his makeup. Once before he held a public office, but resigned. He didn't like it. It was the position of appointment clerk under Hoke Smith in the second Cleveland administration, at $3,500 a year.

"He is old fashioned in a good many ways, but the times have caught up with him. Fashions and custom move in cycles, and eventually overtake the man who defies them. Daniels wears white socks for instance. He has worn only white socks for many years, while they have been spurned by our Beau Brummels. Now they are in fashion again. But the fashions may change again, and Daniels will not."

Washington has never known a Secretary of the Navy who was as keenly interested in the enlisted men. The men have learned of this characteristic and they love and honor him. One of his first orders was that ten vacancies in the Pay Corps should be filled by enlisted men. On one occasion recently, Mr. Daniels learned that one of the enlisted men was in the lobby of the building and he immediately sent for the man and together they enjoyed a quiet chat. Secretary Daniels is determined that the promises made in the advertising matter of the Navy Department shall be carried out to the letter and that every enlisted man shall have the opportunity of learning a trade and he has issued orders to this effect.

On the first of January, 1914, a co-ordinate system of education, academic and technical, was instituted on board all ships and at all shore stations of the Navy. Gratifying reports of the success of these schools and the interest on the part of the men in them have been received by the Secretary.

Shortly after taking charge of his department, Secretary Daniels issued an order to the effect that every officer before receiving promotion to a higher grade must have had adequate service in the grade to which he was to be promoted. This order sent two of the personal aides of the Secretary to sea. Rear Admiral Andrews, chief of the Bureau of Navigation, one of the most important, if not the most important in the Navy Department, and Captain T. N. Potts, the aid for personnel, were the two men affected by the order. Captain Potts was dumfounded and so surprised and shocked that he went to President Wilson with the order. The officer was doubtless still more surprised when President Wilson declined to interefere with the orders of the Secretary of Navy. Secretary Daniels is proving his character to those who are close to him in Washington and his wisdom and keen perception attract attention. Many of those about him predict that his administration will equal that of James G. Dobbin, another great North Carolinian, said to have been the greatest Secretary of the Navy in the history of the United States.

In his individual life, just as a man, Mr. Daniels is attractive especially because of his pure democratic disposition. Not long ago, shortly after his selection as Secretary of the Navy, the people of Wilson, N. C., his old home town, arranged a reception and banquet in his honor. The day arrived and Mr. and Mrs. Daniels came to Wilson. During the day, before the public exercises, Mr. Daniels was about the streets and shaking hands with the people. He was the same "Old Jo" and there was the same kindly smile and hearty welcome for his old friends. Not very long before that day a disastrous fire had gutted the splendid building occupied by the Raleigh News and Observer, his paper. The financial loss was heavy, the future was darkened, but the people, the common, every-day people, were sympathetic, more than that they were helpful, they were determined that "Jo Daniels" should not fail to get back on his feet, and scores of them offered financial aid. That day, there in Wilson, they would go to him, smile and tell him of their willingness to help and their pain because of his loss Those fellows did not think to say "Mr. Secretary"—they said, "Hello Jo."

After all, and in conclusion, the story of the life work of Josephus Daniels, Secretary of the Navy, Editor of the Raleigh News and Observer, is but the story of a determined life. The success achieved by a man of real character who dared to believe and dared to do as he believed. Standing, by principle constantly. Josephus Daniels has won the confidence, the esteem and the love of the people of North Carolina and the United States. His success is an illustration of the truth that "honesty is the best policy"—Josephus Daniels has lived a life of honesty toward his fellowmen.

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WM. H. UKERS

Vice President, The Associated Business Papers

William H. Ukers, editor and publisher of the Tea and Coffee Trade Journal, New York City. Born July 30, 1873, Germantown, Philadelphia, Pennsylvania. A. B. Central High School (City College of Philadelphia). Drafted the original standards of Practice for business papers which served as a model for the Standards of Practice subsequently adopted by fifteen departments of

Mr. William H. Ukers, Editor Tea and Coffee Journal, New York City.

advertising represented at the Toronto Convention of the Associated Clubs of the World. Promoted the first forum in Industrial Journalism at the New York University. Author of books and articles on teas and coffees. Member of the Advertising Club of New York. Vice-President, the Associated Business Papers, Inc., 1915-1916. Ex-president of the New York Trade Press Association and the Grocery and Allied Trade Press of America. Member of the Associated Advertising Clubs of the World. Member National Vigilance Committee same. Member Ways and Means Committe same. Chairman Standards of Practice Committee, National Commission, same. Member of Committee, on Trade Practices same. Member Advisory Committee American Fair Trade League. Member National Arts Club and National Editorial Association. Director Editorial Course in Industrial Journalism, New York University. Lecturer on editorial management and policy, same. Address 79 Wall Street, New York City.

* * *

MR. DIETRICK LAMADE, PRESIDENT AND GENERAL MANAGER GRIT PUBLISHING COMPANY WILLIAMSPORT, PENNA.

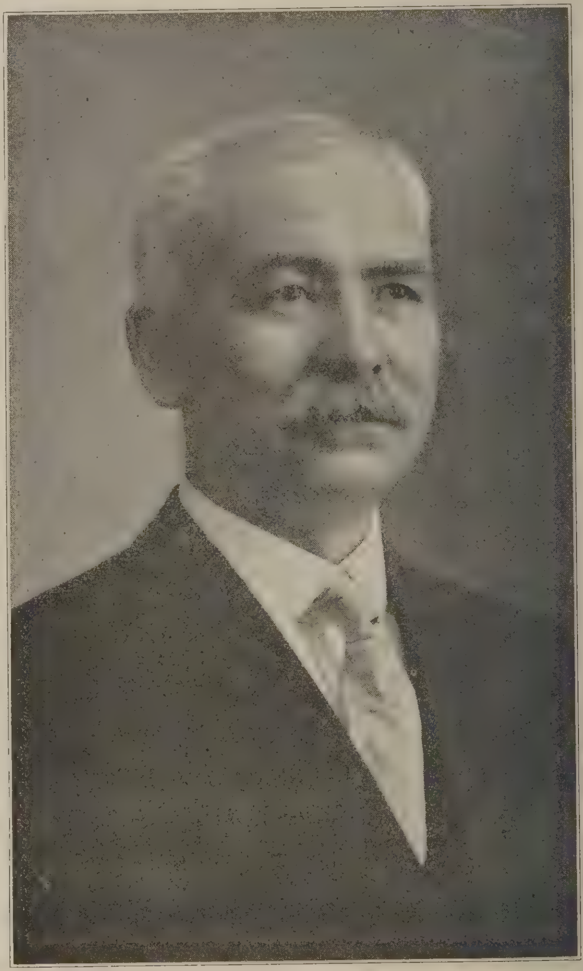
Among those who will address the National Editorial Association at its meeting in New York is Dietrick Lamade, of Grit, Williamsport, Pa., who will speak on the subject "Features for Newspapers."

Dietrick Lamade, President and General Manager of Grit Publishing Company, Williamsport, Pa., stands in the front rank of those who have chosen as their chief life work the making of distinctively family newspapers of general circulation. And like many other men who have undertaken a new enterprise and carried it to remarkable development, he did not realize in the beginning how broadly he was laying the foundations that now support a newspaper national in circulation and unique in character.

Thirty-two years ago, after he had worked twelve years in printing offices as compositor, pressman and job department foreman, Mr. Lamade acquired a perishing weekly named Grit, with a local circulation of 1,500 copies, and associated with himself several other young men. The new Grit was launched. First associates soon fell away, discouraged, and others came only to depart under like conditions, but he continued with unabated faith in the possiblities of the project. During the first years of the venture and to the present, when Grit circulates an average of 300,000 copies a week, he has been the guiding, dominant, inspiring factor in its progress.

Of Grit much might be said, of great interest to all who make newspapers. It is a family newspaper of many departments and special features, that aims to present wholesome, instructive, inspiring and entertaining matter that will meet the needs and tastes of every member of a family. When one notes that most of Grit's circulation is widely distributed in all parts of the United States, with selling agencies in over 12,000 places, one apprecates the difficulty of determining what needs and tastes these widely separated readers have in common, and how they can be satisfied. Possibly the feature of Grit that appeals most strongly to all of its readers is its Story Section, filled with serial and short fiction. Yet this is only a feature. There are many others of equally strong appeal. On all its pages Grit abounds in illustrations, mostly half-tones printed directly from inserted zinc etchings, and the paper is accorded by high authority the distinction of being the best illustrated and best printed pubication in America that uses ordinary news paper and is printed from stereotyped plates on a perfecting press at a high rate of speed.

But this sketch concerns rather the originator and chief maker of Grit. To his high character and high business abilities the standard and the remarkable success of Grit bear witness. Mr. Lamade believes that a newspaper should be a positive factor for good, as well as commercially successful; also, he believes in men and women. He is fully persuaded that there should be recognition in a very full sense of all who help "make the paper" as fellow-workers and associates in furtherance of a common enterprise, into which each can put the best that in him or her is, and be assured or recognition, on the personal side as well as the financial. He has sought, and with much success, to develop from the working force those who could fill every position as expansion and improvement of the paper made service of grade essential. One development of his idea of community of interest is the Grit Family, consisting of 190 office employes, a policy which in many ways makes plain by deed that the well-being of every member of the force is of great and real concern to the company. Another activity resting on the same basis is the Grit Benefit association, which insures to every employe incapacitated from work practically full weekly pay during a long period every year, of which benefits the firm contributes half, the employes the other half.



Dietrick Lamade, Publisher "Grit," Williamsport, Pa.

While it hardly would be possible for anyone who personally knows Mr. Lamade to dissociate him from Grit, his activities are by no means confined to the conduct of the business of this corporation and the well-being of the members of Grit Family. He takes full part in the civic affairs of his city, is a director of several of its most important financial and other institutions, and is a substantial supporter of enterprises for the extension of Williamport's business. Fraternally, Mr. Lamade stands high in the ranks of Masonry. He has been honored with the thirty-third degree of the Scottish Rite; is Commander-in-Chief of Williamsport Consistory, the third largest Masonic body in the state, and has been presiding officer of several of the Masonic bodies in his city.

* * *

JOHN CLYDE OSWALD

Member Executive Committe N. E. A.

John Clyde Oswald, editor of the American Printer, president Oswald Publishing Co., New York City, was born July 11, 1872, at Fort Recovery, O., where he received a high school education. He is a speaker on printing and advertising; President American Institute of Graphic Arts; Vice-president Press Congress of the World; Ex-president Federation Association, National Editorial Association; Men's Association, Tompkins Avenue Congregational Church; he is a director New York Press Club, National Arts Club, Printers' and Bookbinders' Mutual Insurance Co., Graphic Arts Insurance Co., Shackamaxon Country Club; ex-vice-president Advertising Men's League of New York; Member Executive Committee, Educational Committee and National Commission Associated Advertising Clubs of the World. Member Educational Committee West Side Y. M. C. A. and Committee on Apprentices of the United Typothetae and Franklin Clubs of America. Member New York Typothetae, Master Printers' Association, New York Press Association, Ohio Society of New York, Brooklyn Juvenile Probation Association, National Geographical Society, Shakespeare Club, Dunlap Society, Acanthus Lodge A. F. & A. M., Jersey Consistory, Kismet Lodge Mystic Shrine, Brooklyn Institute Arts and Sciences. Clubs: Crescent Athletic, New York Press, National Arts, Hardware Advertising. 334 West 38th St., New York.

John Clyde Oswald
Member Executive Committe N. E. A.

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H. E. DREIER GOES TO THE OKLAHOMA TIMES

H. E. Dreier, for several years advertising manager of the Davenport (Ia.) Daily Times and a well known Iowa newspaperman, has been made advertising manager for the Daily Oklahoman and the Oklahoma Times, two important newspapers of the southwest published at Oklahoma City. Mr. Dreier took up his new position April 1. A handsome increase in salary caused Mr. Dreier to leave Iowa. He takes charge of the advertising of The Daily Oklahoman, a morning newspaper of 43,000 daily and 48,000 Sunday ciruculation, and the Oklahoman, an evening paper of 26,000 circulation, which was recently purchased by the Oklahoma Publishing Co.

Mr. H. E. Dreier

New Advertising Manager, The Daily Oklahoman and The Oklahoma Times, Oklahoma City, Okla.

Entering the newspaper game at Muscatine, Ia., in 1901 as country circulation manager he worked his way to the front rapidly. After a few years in the circulation department, during which time he built up a large circulation, he became advertising manager. When a vacancy came on the Davenport paper he was made advertising manager. He established an enviable record in Davenport by increasing the amount of business over that obtained by his predecessors. He was prominent in Ad Club and Commercial Club work and popular with the business men of the city. A banquet in his honor was held in the Commercial Club by the business and advertising men of the city on the night he departed for his new position.

* * *

LOUIS C. CRAMTON

Publisher Lapeer County Clarion, Lapeer, Mich.

Louis C. Cramton, Republican, of Lapeer, Mich.; born in Hadley Township, Lapeer County, Mich, December 2, 1875; graduate of University of Michigan 1899; practiced law until 1905, and has since that time published the Lapeer County Clarion; married, 1903, to Miss Fame Kay, of Detroit; elected to the Sixty-third Congress, re-elected to the Sixty-fourth Congress.

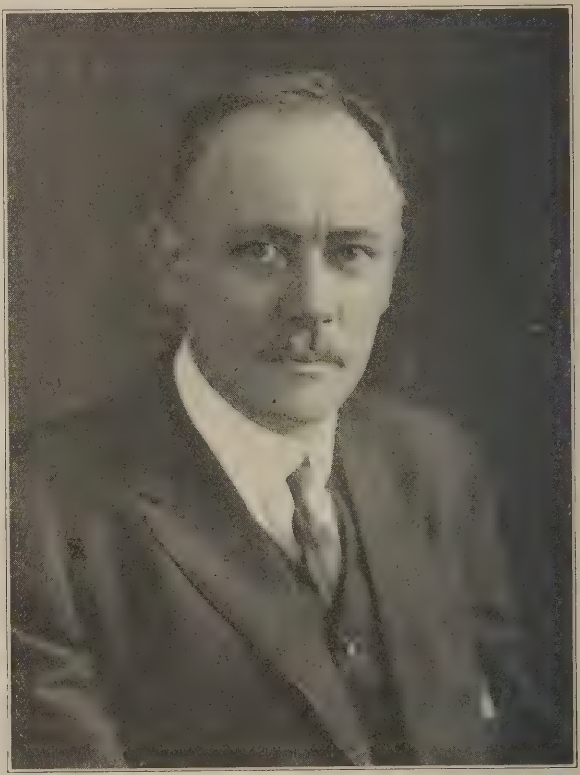
Hon. Louis C. Cramton, "Clarion," Lapeer, Mich.

* * *

EDWARD PERCY HOWARD

President New York Press Club

Edward Percy Howard, President of the New York Press Club, has been engaged in newspaper work in New York since Albert Pulitzer owned the old Morning Journal. He was born in Liverpool, England, in 1869, was educated at Rugby, and has been an extensive traveler. He investigated labor conditions in Australia, and traveled through India writing stories of the curious lives and customs of natives at the same time making a close study of the Indian problem as it affected the mother country. He has perhaps a closer insight into Irish life than any known observer. Mr. Howard, on leaving the Journal when that paper was sold to the McLeans became Telegraph Editor of the Morning Advertiser. Later he took the Night City Desk and was Assistant Managing Editor when the paper was absorbed by Mr. Hearst, who bought it to procure the franchise of the Associated Press. The day following the sale Mr. Howard took the Telegraph desk on the Daily News then owned by Benjamin Wood. He resigned to become City Editor of The Morning Telegraph. In a year he was made Managing Editor of that paper, which position he resigned to establish the Central News. For the last five years he has been Night Managing Editor of The New York Press. After that newspaper was bought by Mr. Munsey, the old staff was soon replaced. Howard was one of three to remain. He stayed under the Munsey management until three weeks ago he resigned. He is widely known in New York, particularly in Masonic Circles, in which he was District Deputy Grand Master under Justice Scudder. He is the author of several books and was the originator of the famous stories of Mr. Devery.



E. P. Howard, President New York Press Club

Two of Mr. Howard's uncles, Thomas Howard, and William Howard, lived for many years on Evanston Avenue, Chicago. The Howards are of the family of John Howard, the famous prison reformer.

HERBERT L. BRIDGMAN

Publisher of Brooklyn Standard Union and Chairman of Publishers' Association of New York City

Herbert L. Bridgman, who will extend a welcome to the members of the National Editorial Association at the opening session of the Convention, 9:30 A. M., June 19th, on behalf of the Publishers' Association of New York City, is the retiring President of the American Newspaper Publishers' Association and presided over that body at the several meetings of its thirtieth annual convention held at the Waldorf Astoria Hotel April 26, 27 and 28.

HERBERT L. BRIDGMAN
Brooklyn Standard-Union
Chairman Publishers Association of New York

The American Newspaper Publishers Association is a child of the National Editorial Association, having been formed through the efforts of the late W. H. Brearley, the publisher of the Detroit Evening Journal. He was appointed member of a committee on business organization of the National Editorial Association at its convention in Cincinnati, February 1886. It was intended to make this business organization a part of the National Editorial Association along the lines then pointed out and since adopted and so very successfully developed by the American Newspaper Publishers' Association. Mr. Brearley found the interests and the ideas of the members of the N. E. A. so diverse and the publications therein so varied that he failed to secure the unity of action or cooperation needed and, hence, with the aid of others, formed the organization of daily papers that has been so helpful to its members. For some years fraternal delegates were sent from the one organization to the other and it would be well if this closer affiliation could be resumed and maintained. The National Editorial Association has been vastly useful through inculcating and promoting better methods, higher ideals, fraternal good-will among members, needed legislation and journalism education. It has been educational and social, but has done little in the way of business co-operation though all along working toward plans to the accomplishment of business objects.

The presence of a publisher so eminently successful coming fresh from the Presidency of the great business organization of publishers will certainly be most welcome and will doubtless prove inspiring and useful along lines of more direct, practical business accomplishment.

Mr. Bridgman has had an interesting, varied and successful career. He was born at Amherst, Mass., May 30, 1844, the son of Richard Baxter and Mary (Nutting) Baxter, and brother of Raymond Landon Baxter. He graduated with the A. B. degree from Amherst College 1866 and received his degree of Master of Arts 1869. He married Helen Bartlett of New York, September 7, 1887. He entered journalism 1864 and was historian of the Peary Auxiliary Expedition, 1894. He was assistant to Prof. Libbey in scaling Mesa Encantada, N.M., 1897. He was in command of the Peary Auxiliary Expiditions, SS Diana, 1899, and SS Erik, 1901. He was delegate of U. S. National Geographic Society, Peary Arctic Explorers and Arctic Clubs, to Internatioal Congress for Study of Polar Regions, Brussels, Belgium, Sept., 1906; U. S. delegate International Polar Commission, Brussels, 1908; Rome, 1913. He served as a lecturer New York Board of Education, 1895. He received the Chevalier Order of Leopold II, 1908. He is a member of American, Royal, National, and Philadelphia Geographical Societies; Association American Geographers; Sec'y.-Treas. Peary Arctic Club. He is a founder of American Alpine Club; a member of Executive Council of Psi Upsilon Fraternity since 1877 (president since 1883); member of the Phi Beta Kappa (Amherst '66); President Amherst Ass'n., New York; Chairman, New York Publishers Association (daily newspapers); President American Newspaper Publishers Association; President, Department Geography, Brooklyn Institute of Arts and Sciences. He is also a member National Press (Washington), Harvard Travelers' (Cambridge), Union League, Psi Upsilon (New York), Hamilton (Brooklyn). Author of the "Sudan-Africa from Sea to Center," 1905. His home is at 604 Carlton Ave., office, 296 Washington St., Brooklyn.

His varied activities show him to be an ideal newspaper man, from whom nothing that is human is foreign and to whom research and adventure come as a part of his nature.

* * *

COURTLAND SMITH

President and General Manager of American Press Association

Courtland Smith was born in New York City in 1884, and was educated in eastern schools and at the University of Wisconsin.

Courtland Smith, President American Press Association, New York City

His father, Major Orlando J. Smith, was the founder of the American Press Association, and its President and General Manager until his death. It is, therefore, from his father that much of Mr. Courtland Smith's knowledge of newspaper work, and particularly about the needs of country newspapers, was derived. He entered the American Press Association in the fall of 1904, and upon the death of Major Smith in 1908 became its President and General Manager.

In 1910 the American Press Association started an advertising department that now represents 4216 papers. It is this department of his business that particularly interests Mr. Courtland Smith, for he sees in it the opportunity of tremendously increasing the profits of country newspapers and making publishers as independent financially as are the members of other professions less influential and less important than journalism.

Mr. Smith is a member of the Military Order of the Loyal Legion, Phi Gama Delta Fraternity, the Ardsley, Lotos, and Union League Clubs, and the New York Press Club.

* * *

JOHN A. SLEICHER

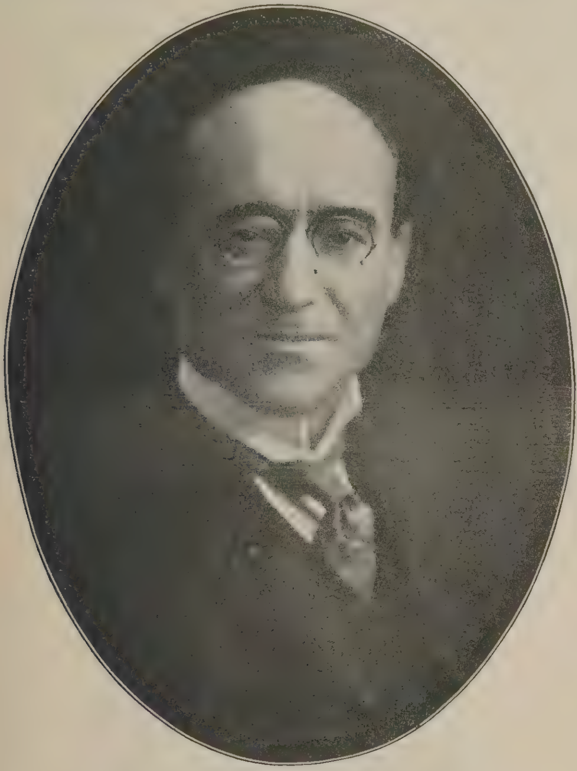
President, Leslie-Judge Company, New York City

Mr. John A. Sleicher, editor of Leslie's Weekly for a quarter of a century, has had a most interesting and varied experience as a newspaper worker and publisher. He has been active in newspaper organization for more than thirty years. In 1888, Mr. Sleicher, then editor-in-chief of the Albany, N. Y. Evening Journal, attended the convention of the National Editorial Association at San Antonio, Texas, and accompanied the editors on the trip to Mexico City, where a reception was tendered by the then President Diaz.

The subject of Mr. Sleicher's address before the convention in San Antonio was, "Relation of the Provincial and Metropolitan Press." He briefly outlined the growth of the means for the diffusion of knowledge among men, touched upon the historical and professional sides of newspaper making, pointed out the philosophy and the growth of, and relations between, the two great branches of newspaper publishing and stated, among many other interesting facts that at that time, nearly twelve thousand weeklies stood against about 1,400 dalies, and the daily publications that printed over 1,500 each issue numbered but 75, while the weeklies printing 500 copies, or thereabouts, regularly reached the vast number of five thousand. A remarkable growth in the circulation of both dalies and weeklies has marked the period since 1888. In concluding his remarks, Mr. Sleicher said:

"Marvelous as is the story of the Metropolitan Press, more marvelous still is that of the provincial press which sprang from its loins. Born in obscurity, rising from poverty with sublime self-confidence, it has by the unaided genious of common sense, become the most powerful factor in developing and shaping the purposes and thus holding the destinies of the American people. Wonderous the changes it has wrought! It has established the land marks of education and advancing civilization in a wilderness where the day was only dawning. It has helped to establish the school house and church, and it has developed the spirit of liberty in every corner of the land. It has concentrated its invincible strength to serve the public good and swept away with resistless force, every successive barrier to human progress, whether raised by superstition, or ignorance, by false pretention, or wretched calumny. It has hastened the rule of common sense and a common justice. It has never deserted the cause of liberty or betrayed the nation's honor. The men who make this mighty press—metropolitan and provincial alike—have a right to feel proud of their success and proud of the calling they honor. They boast no royal blood, no heritage of descended right or borrowed power. A thoughtful people welcomes a thinking press, and so skillfully applied intelligence and enlightened selfishness have established the power of the American Press."

John A. Sleicher graduated at the Troy, New York, High School at the age of seventeen, and was made Assistant Clerk of the Board of Education, and while still a youth, entered the office of the Troy Whig (now the Troy Record) as assistant bookkeeper, clerk, collector, reporter, and all around newspaper utility man. In three months he was made city editor, and had the honor of being the youngest editor in the state. He was then promoted to the position of managing editor of the Troy Press, which position he left in 1872 at the request of Hon. John M. Francis to become city editor of the Troy Times. In 1883 he became editor of the Albany Evening Journal, established by Thurlow Weed, and in 1888, of Frank Leslie's Weekly. In 1891 he resigned this last position to accept the editorship-in-chief of the Mail and Express, New York. January 10, 1894, largely through his efforts, the Republican Editorial Association of New York was organized, with a very large and influential membership, and he was unanimously chosen president. In 1895 he served as president of the New York Press Association with success, dignity and honor. He joined the National Editorial Association at its meeting in San Antonio in 1888. He was by the appointment of the reform mayer of New York, Col. Wm. L. Strong, the supervisor of the City Record, as the daily official publication of New York City is called.



John A. Sleicher, Editor Leslie's Weekly

In 1907, Leslie's Weekly, of which Mr. Sleicher had at that time been editor for some nineteen years, was with that other popular publication, Judge, sold to the Leslie-Judge Company, of which Mr. Sleicher is President. Under his control, Leslie's Weekly, of which he has now been editor for more than a quarter of a century, has become a really national, illustrated newspaper with a growing circulation of nearly four hundred and fifty thousand, over 400,000 of which go directly into the homes, represented by bona fide subscribers. This immense circulation has been reached through the high character and genuine merits of the publication, aided by aggressive, modern circulation and salesmanship methods. The publication has a vitality based on real service to its readers. Its service departments are well worthy of study and consideration by all newspaper and periodical publishers. The pages of the weekly support, in each issue, Mr. Sleicher's high ideals of entire reliability, conscientious, service, clearness, freedom from hero worship, or pretense. In closing an address on "Some Delusions of the Press," delivered before the National Editorial Association at St. Paul, Minn., in August, 1908, he said:

"Whether its material rewards be great or small, journalism is the most attractive of all the learned professions. It has a fascination found in no other. It brings a certain influence and power that money cannot buy, and it commands a deference that many seek and few obtain. It is the "new estate" to which Edmund Burke so eloquently referred when he said that there were three estates in Parliament, 'but in the reporters' gallery yonder there sat a fourth estate, more important far than they all.'

"Are we of the fourth estate deluding ourselves with the thought that our position is secure? Do we not see manifold signs of a decided reaction against sensationalism on the part of our best readers? Would it not be better if we conceded more to the growing demand for accuracy and moderation? Ought we not to do this, moved by a patriotic purpose, in view of the appalling danger to republican institutions that so many foresee in the rapid spread of class hatred and socialistic notions? I leave these questions with you for those moments of quiet reflection that must inevitably come if we do not speedily awaken to the dangers involved in the delusions and illusions both of the press and the people.

"Be Strong!

We are not here to play, to dream, to drift.
We have hard work to do and loads to lift.
Shun not the struggle, face it. 'Tis God's gift."

* * *

MISTAKES WILL HAPPEN

Though Much alive, Past President A. O. Bunnell Reads His Own Obituary

Dansville, N. Y., April 25, 1916.

My dear Herbert:—Mistakes will happen, as note the mistake about my death, kindly corrected by the inclosed article from the Dansville Daily Breeze. I couldn't drop off when I'd agreed to consider this story of the N. E. A. "In Reminiscent Mood" which includes Father Herbert. Am anticipating great pleasure in meet-you and other good friends in June.

Cordially,
A. O. BUNNELL.

Mrs. A. O. Bunnell has received a marked copy of the Rome Daily Sentinel containing the following article:

A. O. BUNNELL

The death recently at Dansville, N. Y., of A. O. Bunnell, particularly throughout the newspaper fraternity of this country, causes a pang of regret. There is hardly a newspaper man in the state of New York who did not know Mr. Bunnell. To know him was to admire him with an affection that was rare and sincere. He was a fine type of manhood. His heart was warm with sympathy for his fellow beings and his words were always those of cheer and gladness.

He was eighty years old when he died. All but seventeen years of that time had been spent in a printing office. For more than half a century he was the editor and proprietor of the Dansville Advertiser, one of the very best of the smaller papers of the state. The New York State Press Association was dear to him than a brother, for he was identified with it almost from its beginning. For years, so many that no one knows when they began, he was its secretary, faithful, accurate, and obliging. Through this voluntary office hundreds became acquainted with him, and they soon knew that the acquaintance had added to their list a life-long friend. In the National Editorial Association he was likewise prominent.

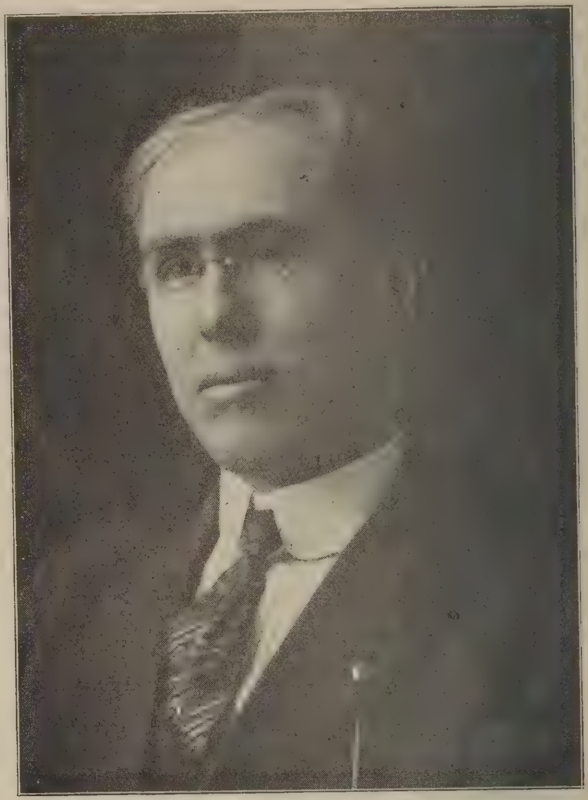
The fine sentments which were a part of his being, the charity, the love of humanity, the cordial good fellowship, his sincere, true and noble character made his long life a pathway of pleasure for him and all about him| Few men could pass beyond with so many heartfelt expressions of regret coming from so sincere a circle of friends.

Mr. A. O. Bunnell, Dansville, N. Y.
Tenth President National Editorial Association

This fine tribute is from the pen of a friend for many years of the "deceased," the also veteran editor, A. C. Kissinger. While Mrs. Bunnell was reading the article, Mr. Bunnell, unaware of his death, was enjoying a fine dinner at the Jackson Health Resort, the guest of Editor Callanan of the Schenectady Star-Union. Mrs. Bunnell is receiving letters of sympathy from editorial friends asking for copies of Dansville papers containing notice.

Mr. Bunnell authorizes the Breeze to pronounce the report of his death as greatly exaggerated and to make a positive contradiction. The fact is, Mr. Bunnell has been unusually busy for months and is still at work disposing of the material of the Advertiser office.

Dansville Daily Breeze.

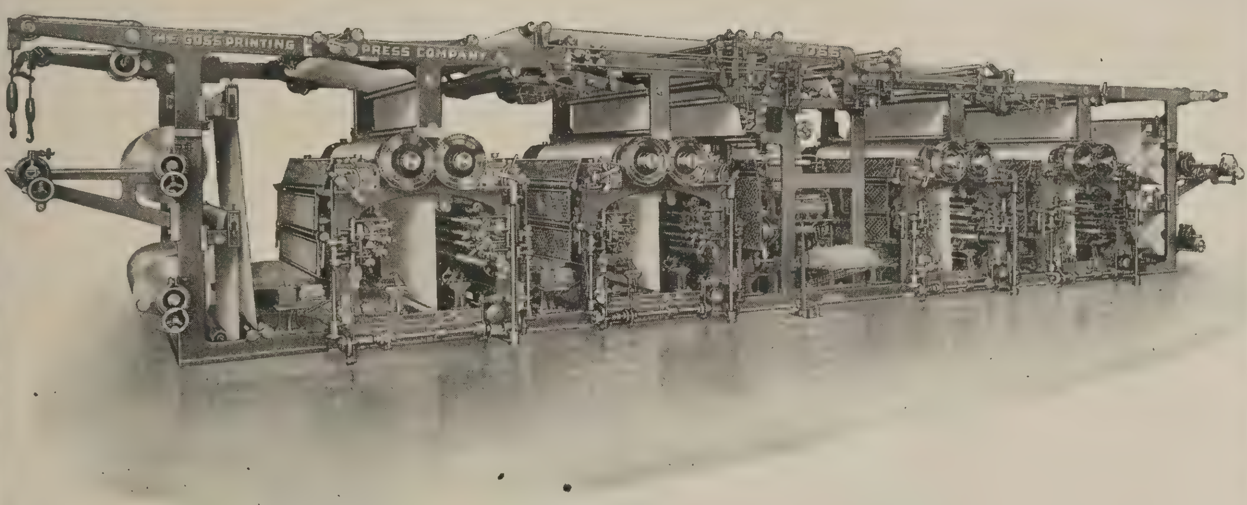


Mr. John Redmond
Editor Republican, Burlington, Kas.

Dean Will H. Mayes, School of Journalism, University of Texas. Twenty-fourth President National Editorial Association.

GOSS

"High Speed" Low-Construction Presses



This is an illustration of a Goss "High Speed Low-Construction Octuple Press just shipped to

"*The Buffalo Evening News*"

Buffalo, New York

Other "High Speed" Low-Construction are being built as follows:—

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Sextuple Press.

"NEWS", Minneapolis, Minn.: One "High Speed" Low-Construction Octuple Press with colors.

"POST", Worcester, Mass.: One "High Speed" Low-Construction Sextuple Press.

Let us tell you more about them

The Goss Printing Press Co.

Main Office and Works
1535 South Paulina St.
Chicago, Ill.

New York Office
220 West 42nd St.

THE GOSS PRINTING PRESS OF ENGLAND, LTD., HAYES, MIDDLESEX.

Convention American Newspaper Publishers' Association.

ONE of the most successful, in every way, and largest as to attendance in the Association's history, was the record made by the Convention of the American Newspaper Publishers' Association held in New York City, April 26, 27 and 28. The first session was opened Wednesday morning, April 26, in the Waldorf-Astoria, President Herbert L. Bridgman of the Brooklyn Standard-Union presiding.

Following the report of the Credentials Committee, President Bridgman presented his annual report which showed substantial progress "though through the last year the newspaper business has been one of steadily advancing costs and diminishing receipts."

"The reports of the executives of the Association disclose and demonstrate the fact that it enters on its fourth decade, stronger in numbers and in financial resources than ever before.

"The Association enters upon its fourth decade with a background of valuable service and foundation of precendents and efficiency which justify hope of steady growth. If experience teaches anything it is that the greatest value and efficiency of the Association are within its own fields, many of which have not yet been defined, far less worked. In other words, we may find within our own forces and activities enough to reward in direct pecuniary return all the thought and labor which we expend in developing and organizing the American newspaper interests into a compact, vital, independent body of steadfast purpose and of high ideals, a calling which shall yield to none in dignity, influence, and power.

"Few, a handful only, of those who organized this Association survive, and may we not point with honest pride to thirty years of record and promise as warrant and reward for our hopes and efforts to the days of small things, in the beginning?

"Two former presidents, Herman Ridder and Charles W. Knapp, the latter a founder of the Association, have died since we last met. Both were strong, courageous, far-sighted, Nature's noblemen, pillars of this Association and an honor to American journalism. Let us cherish their memory, remember their counsel, and emulate their example."

He referred to the successful protest of the Association in the freight rate contest, that has been estimated by competent judges "will save the members $250,000, and other publishers, who pay no part of the cost of defense, nearly as much more annually, while certain basic conditions have been established which will afford protection to other districts and prevent further advance in the territory under discussion. The Association met the matter on its merits and won its case on facts alone, a precedent both instructive to the Commission and encouraging to the newspapers."

The address of the President was followed by most satisfactory reports by the Treasurer and the Advertising Committee. How important and satisfactory proved the report of this Committee was brought out by an address made at the annual luncheon of the Bureau of Advertising, immediately following the morning session, at which 20 were seated. Chairman J. F. Mackay, of the Toronto Globe, introduced the speakers. In opening, he said, among other things:

"From a most intimate acquaintanceship with the work of the Bureau, I wish to state, in the most positive manner possible, that the results have justified the venture. Necessarily much of the work of our executives is carried on without publicity, but the best certificate which our staff could desire is the fact that those who have come most closely in contact with their work are today the most enthusiastic advocates of the maintenance and enlargement of the Bureau's activities."

W. L. Garey, president of the Royal Baking Powder Company, said that the success of his company was founded on two things—merit and advertising. The company over which he presides had found that newspaper advertising was the most satisfactory of the various advertising media.

William H. Field, of the Chicago Tribune, declared the Bureau was the greatest force in the field today in disseminating a better knowledge of newspaper advertising.

The Bureau today has 300 members, who are paying $80 a year for the promotion of newspaper advertising, the benefits of which are enjoyed by all the newspaper publishers who do not belong to the A. N. P. A., but who should,

From "The Editor and Publisher and The Journalist," N. Y.

Advertising Agents' Committee of the American Newspaper Publishers' Association

Seated—L. B. Palmer, secretary; George M. Rogers, Lafayette Young, jr., Herbert F. Gunnison, Hilton U. Brown, Don C. Seitz, chairman. Standing—Frank P. Glass, Charles H. Taylor, jr., Hopewell L. Rogers, Elbert H. Baker

G. Edward Buxton, of the Providence Journal, said: "Just as I believe that the greatest need of our republic is a new national conscience, so I believe that the greatest need of newspapers today is a real group consciousness. Whatever may be our individual opinion on the subject of more merchandising coöperation between the publishers and advertisers, there can be no denial of the statement that our most imperative consideration is to first establish coöperation between ourselves concerning the elementary details of our business—and a coöperation which goes deeper than good intentions, fair promises, and an annual love feast. * * * The publisher who sits back in smug Pharisaical satisfaction because he has put his individual house in order, overlooks the fact that however much his single virtues may shine in a naughty world, it will have small influence with a manufacturer or agency 1,000 miles away trying to decide the respective merits of newspapers as against other mediums. We are not judged by anything execpt our group advantages and facilities. In the main, we stand or fall together. Hence every unbusinesslike policy on the part of even a few, not only penalizes that few, but takes money out of every cash drawer.

The paper situation was among the important subjects discussed. The feeling was that print paper would go higher, with the continuance of the World War, but there was no one who seemed willing to venture a prophecy as to how much higher. One significant fact was that paper dealers or manufacturers were not present, seeking the orders and contracts as on all previous years. The following were elected officers: Hopewell L. Rogers, business manager of the Chicago Daily News, president, to succeed Herbert L. Bridgman of the Brooklyn Standard-Union; Frank P. Glass of the Montgomery (Ala.) Advertiser and the Birmingham News, vice president; J. P. Bryan of the Richmond News Leader, secretary, and Edward Payson Call of the New York Journal of Commerce was re-elected treasurer. Directors: Charles H. Taylor, Jr., of the Boston Globe, Harry Chandler of the Los Angeles Times, J. F. Mackay of the Toronto Globe, Daniel D. Moore of the New Orleans Times-Picayune, Herbert L. Bridgman, Hilton U. Brown of the Indianapolis News, Elbert H. Baker of the Cleveland Plain Dealer and Jason Rogers of the New York Globe.

Officers and Directors of the American Newspaper Publishers' Association

* * *

REMARKABLE SHOWING OF PRESS SALES AND INSTALLATION BY THE GOSS PRINTING PRESS COMPANY, CHICAGO

Satisfactory Proof of the Revival and Rapid Growth of the Newspaper and Printing Business

That prosperity has returned to publishers and printers is convincingly evidenced by the following report of some of the recent orders received by the Goss Printing Press Company, with main office at 16th Street and Ashland Avenue, Chicago, Ill.:

HIGH SPEED NEWSPAPER PRESSES: 3 straightline octuples, Star, Kansas City, Mo.; 1 low-constructed octuple with colors, News, Minneapolis, Minn.; 1 low-constructed sextuple, News, Minneapolis, Minn.; 10 straightline sextuples, Le Petit Parisien, Paris, France; 1 double sextuple with six folders, Le Matin, Paris France; 4 straight line sextuples, Le Petit Parisien, Paris, France; 1 double octuple, News, Buffalo, New York; 1 straightline sextuple, Northwestern, Oshkosh, Wis.; 1 straightline sextuple, Argus Printing Co., London, England; 1 straightline, quadruple with color, El Mercurio, Valparaiso, Chili, S. A.; 1 low-constructed sextuple, Post, Worcester, Mass.; 2 straightline octoples, Times, London, Eng.; 1 three-roll straightline, Argus, Albany, N. Y.; 1 straightline octuple, Herald, Melbourne, Australia; 2 straightline sextuples, Mirror, London, Eng.; 1 straightline octuple, Star-Chronicle, St. Louis, Mo.; 1 three-roll press with double folders, Le Petit Parisien, Paris, France.

MAGAZINE PRESSES: 2 special halftone and magazine presses, Art Color Printing Co., New York City, N. Y.; 1 96-page one-roll magazine and color press, Horace Cox, Ltd., London, England; 3 80-page halftone and magazine presses, R. R. Donnelley & Sons Co., Chicago, Ill.; 1 64-page halftone and magazine press, W. F. Hall Printing Co., Chicago, Ill.; 3 single-roll halftone presses, Henneberry Co., Chicago, Ill.; 1 96-page Halftone and color magazine press, Henneberry Co., Chicago, Ill.; 1 special one-roll magazine halftone and color press, Wm. G. Hewitt Press, New City, N. Y.; 1 64-page two-roll halftone and color press, Industrial & Technical Press, Ltd., Toronto, Can.; 1 64-page 2-roll halftone and color magazine press, Omaha Printing Co., Omaha, Neb.; 1 96-page single-roll and halftone and color magazine press, Wynkoop-Hallenbeck-Crawford Co., New York City, N. Y.; 1 64-page single-roll halftone and color magazine press, Wynkoop-Hallenbeck-Crawford Co., New York City, N. Y.; 1 halftone 80-page magazine color press, Metropolitan Syndicate Press, Chicago, Ill.

REBUILT PRESSES: 6 quadruple straightline presses, 1 three-decker, 1 quadruple, 1 three-decker high speed press, 1 three- decker with combination three-color deck, 1 three-page wide 12-page press, 1 three-decker press, 1 junior straightline three-decker; 1 three-roll three-deck straightline press, 1 junior straightline four-decker.

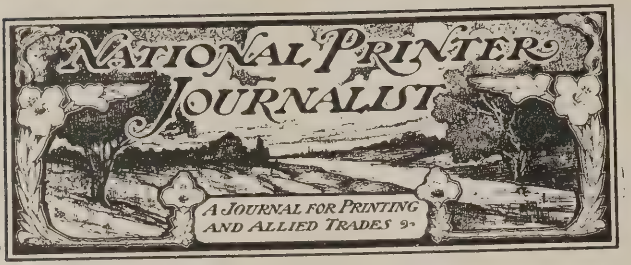
ADDITIONAL UNITS TO GOSS PRESSES: Courier, Waterloo, Iowa, fourth deck for their present Goss press; News, Des Moines, Iowa; combination three-color deck for their present Goss press; Record, Troy, New York, extra deck for their present Goss press; Journal, Milwaukee, Wis., fourth deck for their present Goss sextuple press.

Recent orders have also been received for 27 "Goss Comet" 4, 6, and 8 page flat bed web perfecting presses.

* * *

TYPO MERCANTILE AGENCY COMPLETES TWENTIETH YEAR OF SERVICE

The Typo Mercantile Agency, with general offices at 160 Broadway, New York, has just completed its twentieth year of service to the typographical trade. In congratulating the subscribers upon the part that they have had in building up the industry, Mr. William T. G. Weymouth, President, says: "Now that the ebb of receding business has ceased and the commercial tide has actually turned, the country suddenly finds itself on the eve of a big business revival. Trade balances stand at unprecedented figures; banks are carrying enormous deposits; railroads at the Eastern Terminals are conjested with freight, and the farmers have reaped a golden harvest. Good Times are actually upon us. But during the coming year of prosperity, Typo will be as necessary to you as during the bad times we have just passed through, for good times invite reckless selling, and it is Typo's place to point out those whose business is worth seeking and those to be shunned. The man who KNOWS what risks to accept and what to reject is going to make this year a banner year, not only in sales but in profits.


National Printer Journalist
A Journal for Printing and Allied Trades

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.

Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, MAY, 1916

With a newspaper week at each of half a dozen State Universities, Conventions of several State Editorial Associations, of the Associated Press, the American Newspaper Publishers' Association and the Associated Advertising Clubs of the World, all within the last two months, the opportunities of improvement and pleasure for newspaper makers and their co-workers have been boundless, but it has been impossible to give deserved attention to all and each of these in two issues of the National Printer-Journalist. However, it is some consolation, always, to remember that there is another issue of the paper coming in which ommissions can be supplied and amends made. It would be a great satisfaction to know that all that is heard and that is capable of being treasured were retained and put into actual practice. The trouble is, as of old, that we are "hearers and not doers of the law," do not put in practice to the full measure, or even in a small measure, all the excellent principles of business, the systems and methods for efficiency, better accomplishment, coöperation and success which have been heard or read when printed. Nevertheless, there are marked advances shown and we have reason to hope that with the schools of journalism and typography, the trade journals and the increasing treatises on the profession and all the influence and inspiration of associations, the coming generations will prove more worthy and greatly better fitted for the high callings that have to be actually concerned about all that pertains to men's interests, including business, industries, and their lives as members of society and as citizens with all the responsibilities of good behavior, service, loyalty and patriotism.

◆ ◆

A Pittsburgh clergyman advocates the use of advertising in the saving of souls. Why not? It is only the using of the most efficient method now known to turn the attention of the people to the needs of salvation. There is nothing irreverent about the proper use of advertising to induce men to live righteously. This pastor, Dr. McFadden, of the Knoxville Presbyterian Church, in a sermon on the text "Be Ye Doers of the Word," said:

"Advertisement is the word of success in the world of commerce and it is the duty of Christians to cultivate something of the commercial impulse. Pittsburgh's greatest asset is not her mammoth mills or her strong banks, but her religion; and in fostering that asset we should apply the same principals we use in promoting a business enterprise."

Herein are found the reasons why modern, up-to-date advertising men, who have become the earnest evangels of truth, are asked to fill the pulpits of all the churches wherever their conventions are held.

◆ ◆

It was reported on March 23, that the House of Congress Printing Committee denounced in a report, the misuse of the franking privilege, declaring that:—

"Millions upon millions of franked envelopes, supplied free to members of Congress for their own free use, have been turned over to private organizations to conduct mail campaigns for certain purposes. Such transactions have cost the Government many thousands of dollars for printing and carrying free in the mails tons of publications intended to further the special interest of certain individuals or organizations. The Committee is of the opinion that the furnishing of franked envelopes for such purposes should be declared unlawful in no uncertain terms, and that a proper penalty be attached for violatioins of the same."

How about the printing and delivering, free of charge, stamped envelopes to large corporations, firms and banks that buy in lots of five hundred or more? Does any one know of any action being taken on either of these abuses?

◆ ◆

It is stated that the ballad, or that form of it which is associated with the broadside, was one predecessor of the newspaper as a commentator on events. It was written for the people and sold to the people.

Among the definitions of a ballad, are "a song suited to accompany a dance," "a popular song often having a special application," "a popular kind of short narrative poem." Newspapers often cause people to dance by criticisms; always should be popular, should be for the people and readily sold to the people, always also should be printed with special applications and are generally filled with short narratives, so that the newspaper, after all, is not so different from the ballad.

◆ ◆

Charles M. Schwab recently, speaking to the Rockefeller Bible Class, said that "it is the duty of employers to recognize the efforts of their employes in a generous way." It is not only a duty, but highest business wisdom. The duties of employers and employes are mutual and reciprocal.. "The laborer is worthy of his hire," but the most generous and honest employer must have profitable returns in order to furnish the employment, to maintain the business, keep the wheels turning, the plant in condition, to meet competition, to pay just returns on the investment, and he must receive proper remuneration for his own efforts and risks—must have a suitable living from the business, just as much as the employe, whether it be called salary, wage or profit.

◆ ◆

The Departments of Job and Newspaper Criticisms, that, with much other matter, had to give place this month, will be of no less interest or value in June. It is to be hoped that more attention will be given thereto by reason of being deprived of the same for one issue.

It is doubtful if there ever has been and it is probable that there never can be, a convention of the National Editorial Association, that—with its program, its itinerary, side trips and entertainments and its opportunity of attendance, at Philadelphia, of the great Associated Advertising Clubs Congress, to share in all its educational advantages and pleasures—will surpass the Thirty-first Annual, to be opened in New York City, June 19, 1916. No excuse is needed for giving so much space this month to the same and to all things incident thereto. Whoever, among the editors and publishers, fails to attend will be compelled to make excuses to himself, during the remainder of his newspaper career.

◆ ◆

An embargo on print paper has been suggested in Congress to prevent shortage and higher prices. The World War has served as a pretty effective embargo, besides using up great quantities of material.

◆ ◆

By knowing what would be wanted, at the time wanted, with a broad quick understanding of the resources and methods of supplying the wants, combined with intelligent, coöperative, bold, quick, untiring effort, three New York men of affairs are said to have made, from a capital of $1,000, a round $5,000,000 in the first twelve months of the great World War and are still piling up additional millions. This seems even better than publishing a newspaper or conducting a printing office. Still, the same kinds of knowledge, coöperative spirit, fearlessness and untiring push will make creditable and more widely useful accomplishment, even in newspaper publishing.

◆ ◆

"Watch your step" is heard, over and over again, at elevated railway stations in our great cities. With the added words "but keep on stepping" a very excellent motto could be formed for newspaper makers. Blunders, delays, injustices, and libels, as well, come through lack of careful watchfulness; but there can be no "watchful waiting," hesitating or stopping, if scoops are to be gathered in or success reached.

◆ ◆

The good-will and high character of a newspaper, as well as its ability to reach buyers in the quiet of their homes, where there is opportunity for undisturbed reading and consideration, are qualities that make newspaper columns more valuable to advertisers, who supply the needs of life, than are any other agencies or methods known to modern men and women. Advertising in cheap picture shows, or by cheap posters or dodgers, cheapens the advertiser, his store and his commodity and wins him no good-will and very little attention that is lasting or effective.

◆ ◆

The right kind of a newspaper, full of spirit, human interest, promotive force, community loyalty—honest earnest, wisely enterprising and aggressive—is the "breath of life" to a community and all its worthy industries and institutions, just as advertising has been said to be "the breath of life to trade."

◆ ◆

The fight by competing cities to secure the great conventions of all manner of industrial, commercial, political, educational and fraternal organizations are not only indicative of local enterprise but are really strong testimonials to the worthiness and value of the organizations represented in these conventions. A striking illustration of how great is the appreciation of the Associated Advertising Clubs of the World is given in the spectacular method taken to awake an interest as a means to secure the 1917 Convention in Cincinnati. The Cincinnati Times-Star, under flaring headlines, made the following announcement away back in February, four months in advance of the Philadelphia meeting at which the question would be decided:

> A tremendous effort is going to be made in a few months to sell Cincinnati. The auctioneer will be Clarence W. Payne, secretary-manager of the Convention and Publicity Committee of the Advertisers' Club, and the buyers will be the Board of Governors of the Associated Advertising Clubs of the World.
>
> Mr. Payne will offer Cincinnati, with all its advantages as a convention city, at the 1916 convention of international organization in Philadelphia, June 25. Within a few days he will establish headquarters, probably at Fourth and Hammond Streets, where an active campaign to win the 1917 meet of the Associated Advertising Clubs of the World for Cincinnati will be inaugurated. After his selection, Monday evening, to the new office, Mr. Payne outlined some of his plans to the Board of Governors of the organization. One of them is to interest national advertisers, whose plants or chief offices are located in Cincinnati, in the movement. These advertisers will be asked to make extraordinary efforts to attract attention to Cincinnati by participating in the Advertisers' parade, which is an annual feature of the convention. Another plan is to appeal to a score or more former members of the local ad club, now members of affliated organizations, in other cities, to work, through their bodies, for Cincinnati.

* * *

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST, 24, 1912.

of National Printer-Journalist, published monthly at Chicago, Illinois, for April 1, 1916:—

State of Illinois)
) ss.
County of Cook)

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Benjamin B. Herbert, who, having been duly sworn according to law, deposes and says that he is the publisher of the National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, business managers are:

Name of—	Post-Office Address.
Publisher, Benjamin B. Herbert	Chicago, Ill.
Editor, Benjamin B. Herbert	Chicago, Ill.

Managing Editor, there is none.

Business Managers, there are none.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Benjamin B. Herbert .... Chicago, Ill

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

BENJ. B. HERBERT

Sworn to and subscribed before me this 24th day of March, 1916.

WILLIAM H. BRYAN,
Notary Public.

[Seal] (My commission expires June 19, 1919.)

THE ASSOCIATED PRESS

Over three hundred and sixty members attended the annual Commercial Convention of The Associated Press, opening at Waldorf Astoria, New York City, April 25th.

To the newspaper world at least, outside of the corporations, whose business sessions are private, the most important feature of the convention was the able and patriotic address delivered by Dr. Nicholas Murray Butler, President of the Columbia University, at the annual luncheon, Tuesday, April 25th.

Among many other things, founded in sound philosophy, and recognizing the highest ideals of humanity and the rights of all mankind, were the following as to our national obligation:

"To come to a consciousness of national purpose, to come to a conviction as to wise methods and policy at home, to come to an understanding of the character and aim of an attitude toward other nations that is to be maintained and defended before the face of all mankind—that is the imperative and compelling duty of the moment."

From "The Editor and Publisher and The Journalist," N. Y.

Officers and Directors of the Associated Press

Seated—Adolph S. Ochs, Charles Hopkins Clark, Frank B. Noyes, V. S. McClatchy, Victor F. Lawson, and W. Y. Morgan. Standing—Clark Howell, Col. Charles A. Rook, B. H. Anthony, W. L. McLean, R. M. Johnston, Daniel D. Moore, W. H. Cowles, A. C. Weiss, Melville E. Stone, General Manager; D. E. Town.

In speaking of the modern, separate or individual national aggregations and ideals, he pointed out the disastrous results to the rights of mankind in general, unless the national ideals, purposes or motives were righteous and just, reaching beyond and above the mere recognition of national "self-interest and and self-aggrandizement," he declared:

"This process of nation building has gone on until the nation has come to be conceived as an end in itself, as superior to the law, to the conventions of morality, and to to the precepts of religion. A form of patriotism has been developed all over the world which finds in the nation itself the highest human end. The logical results, and indeed the almost necessary result, of this type of thinking is the war which is now creeping over the world's civilization and destroying it with the sure pitilessness of an Alpine glacier.

"This war is the nemesis of nation building conceived as an end in itself. Unless a nation, like an individual, have some purpose, some ideal, some motive which lies outside of and beyond self-interest and self-aggrandizement, war must continue on the face of this earth until the day when the last and strongest man, superb in his mighty loneliness, shall look out from a rock in the Caribbean upon a world that has been depopulated in its pursuit of a false ideal, and be left himself to die alone with none to mourn or bury him.

"In the history of nations the story of our America has a place that is all its own. The American nation came into being in response to a clear and definite purpose. A theory of human life and of human government was conceived and put into execution on a remote and inaccessible part of the earth's surface. The moving cause of the American nation was the aspirations for civil and political liberty and for individual freedom which was already stirring in the minds of Western Europe in the sixteenth and seventeenth centuries. These aspirations gained in force as the art of printing multiplied books and as the periodical press came into existence. The high-minded, the courageous, the venturesome, were drawn across the wide ocean towards the west, carrying with them for the most part the liberal ideas and the advanced thought that was steadily increasing their hold upon the people of western Europe. Great Britain, Holland, France, were responding in steadily increasing measure to the same ideals that led the Puritan to Massachusetts Bay and the Cavalier to Virginia."

He had already said, near the beginning of his address, that which we print here, to secure chronological order or sequence and to give greater emphasis:

"It is just about twenty years ago since George Meredith, writing to the London News, said that since the fortunate outcome of the greatest of civil wars we have come to look upon the American people as the leaders in civilization. That is a proud and ennobling judgment, and we may well search our minds and our hearts to ascertain whether it be true, and whether we are competent for the high honor that so distinguished an observer of his kind proffered to us as his personal judgment.

"The questions which I ask in your presence this afternoon are these: Have we an American nation? If so, is that nation conscious of a unity of purpose and of ideals? If so, what is to be the policy of that nation in the immediate future?

"If we stand at that cross-roads irresolute, paralyzed of will, history will have one story to tell. If we turn to the right and take the path that leads upward to new achievement and to lasting honor, it will have a very different story to tell. If we should turn to the left and follow the winding and rocky road that leads down to a darkening gloom—we know not where, history will have yet another record to make of the American people and of their capacity to represent civilization."

Dr. Butler concluded his patriotic address with the following inspiring words of warning, admonition and encouragement, prophetic of possible blessedness and worthy accomplishment:

"The year 1916 is but one member of an infinite series. Countless æons have gone before it and countless æons will come after it. The physical forces of nature will go their way through indefinite time, performing their allotted functions, obeying their peculiar laws and undergoing those manifold changes and transmutations which make up the heavens and the earth. Not so with the reputation and the influence of a nation. Opportunity will not knock forever at any door; it is knocking now at the door of the American people.

"If they are able to to rise to an appreciation of their own part—of its own controlling principles and policies, to put aside every self-seeking, every distracting, every brutal appeal, no one can tell what lights will illumine the page on which the history of our nation may yet be written. It is nearly sixty years since Abraham Lincoln in his debates with Senator Douglas made mention of the scriptural saying that 'a house divided against itself cannot stand,' and he added, 'I do not expect the house will fall, but I do expect the house will cease to be divided.'

"So Mr. President, I say today to this influential company of Americans, we do expect, every one of us, that our house will cease to be divided. We do expect that our America will come to full consciousness of its purpose; that the serene courage of Washington, the constructive genius of Hamilton, the keen human insight and sympathy of Jefferson, the patient pathos of Lincoln, shall not have been in vain in teaching us what our country is. Shall we catch sight of that something higher than selfishness, higher than material gain, higher than the triumph of brute force, which alone can lead a nation up to these high places that become sacred in history, and from which influence descends in a mighty torrent, to refresh, to vivify, and inspire all mankind?

"It is as true today as it was in ancient times, where there is no vision the people perish. We can make an America with a vision. We cannot make it without."

President Frank B. Noyes, in proposing the one annual toast, "The Health of the President of the United States," was especially happy in his remarks. He said, in part:

"On similar occasions in past years I have dwelt on the heterogeneous character of the membership of the Associated Press, mainly for the purpose of emphasizing the fact that varied as are our opinions, on one subject we all agree: that each and every one is a loyal American.

"The nine hundred who compose our membership exercise their inalienable rights of holding an opinion on every conceivable subject, including the relations of this Government with foreign powers, and this right they hold and exercise in common with the rest of the hundred million Americans.

"This broadly, does no great harm, because however unwise the opinion thus individually held, no one else is committed by its expression.

"Our form of government provides that the duty and obligation of voicing the opinion of this nation in its intercourse with foreign nations rests with, and is imposed upon, our Chief Magistrate.

"When he speaks for us in the course of that intercourse, he speaks for all of us.

"It is a very great, indeed a very terrible, resposibility for a man to bear at any time.

"Today with a world drenched in blood, writhing in anguish for those already dead or maimed, the responsibility is immeasurably great, immeasurably terrible.

"So in this hour of uncertainty as to what the immediate future may bring us, we tender our affectionate sympathy and our loyal support to the man who by virtue of his great office is our spokesman to the world, and who speaks for our rights and our honor as God gives him to see our rights and our honor.

"It is our custom at these annual gatherings to drink but one toast. I offer it today with a full heart.

"I give you the health of our President—Woodrow Wilson."

All this was a proper and an ever-occurring confirmation and demonstration of the aggressive loyalty of American newspapers to America, American ideals and institutions.

The following are the present officers and directors of the Associated Press:

President, Frank B. Noyes, Washington Star (re-elected); First Vice-President, Joseph Pulitzer, Jr., St. Louis Post-Dispatch; Second Vice-President, William H. Dow, Portland (Me.) Express and Advertiser and Sunday Telegram; secretary and general manager, Melville E. Stone (re-elected); Assistant Secretary and Assistant General Manager, Frederick Roy Martin (re-elected); Treasurer, J. R. Youatt (re-elected). Executive Committee: Frank B. Noyes, Washington Star; Charles Hopkins Clark, Hartford (Conn.) Courant; Charles A. Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Victor F. Lawson, Chicago Daily News; Adolph S. Ochs, New York Times, and Oswold Garrison Villard, New York Evening Post.

Besides these, there are separate Advisory Boards for the Eastern, Southern, Central, and Western Divisions.

* * *

HIGH COMMENDATION OF "ADVERTISING—SELLING THE CONSUMER."

On page 264 of this issue is an advertisement of John Lee Mahin's new book, "Advertising—Selling the Consumer," with an offer of repurchase from National Printer-Journalist subscribers, that indicates the author's well-founded faith in the work. He has good reasons for that faith, as is attested by numerous testimonials of like character to the following from a manager of one of the largest establishments of the United States, the Geo. F. Dittman Boot & Shoe Co., St. Louis, Mo.:

"On account of the volumnous and exhaustless material, it is refreshing to come across a publication with only 260 pages between its covers, that contains so much of real interest and practical value to the business man, as your publication. * * * To my mind it deserves first place as a condensed text book in all schools of advertising and salesmanship as well as in private libraries. As far as improving is concerned, I don't see how that can be done."

Every newspaper man should be a useful student of advertising.

* * *

CORRECTION

John B. Knepper of the Carnegie Signal-Item was elected Vice-President of the Pennsylvania State Editorial Association, not C. L. as erroneously printed.

LESLIE-JUDGE CO. PUBLICATIONS—SCOOPS IN NEWS ILLUSTRATIONS

WHEN the layman reads about a newspaper scoop, after discussing its romantic value, he often wonders just why the paper that scored the best is so proud of it. Unless you have served your time as a newspaper reporter or in one branch or another of the news-gathering game, you don't know what a "scoop" means. It is a great deal more than the mere satisfaction that one of your employes "got there" first. It is more than all this, because it is a testimonial of the efficiency of your whole organization.

When the Eastland sank in the Chicago river, photographs of the terrible disaster, still wet from the developer, were rushed to New York by the Twentieth-Century Limited, while the printer tore apart the forms already on the presses to make an entirely new lay-out. Leslie's readers were able to see with their own eyes what they were reading in the press dispatches long before any other national weekly could print the tragic picture.

When Austro-German forces turned their terrible offensive toward the south to smash a roadway to Turkey through hills and plains of Serbia, James H. Hare, Leslie's staff photographer with the Allies, took boat for Greece. The British expedition from the Dardenelles and the French Mediterranean expedition reached Saloniki with Mr. Hare. Already Serbia's death knell had been sounded and the scattered soldiers and fleeing refugees were struggling southward before the awful German advance. This tragic picture of the death of the little kingdom was recorded by Mr. Hare, his pictures were examined and passed by the censor and were well on their way across the Atlantic before the official photographers reached the spot, at that time merely a quiet, entrenched camp. Leslie's had "covered" the Serbian defeat and the Saloniki landing two months before its rivals began to get their good pictures.

The Office of John A. Schweinler
President of the Leslie-Judge Co.

These are two examples of "scoops" to which Leslie's points with pride, not merely because of what they mean as proofs of news-gathering enterprises but because they are testimonials of the efficiency of the Leslie's organization. The Leslie's man was "there" when the events occurred, Leslie's home-staff was prepared to handle the pictures when they came. "Jimmy" Hare not only knew WHERE to go to get what he wanted and HOW to get it but he knew WHAT TO GET—the kind of pictures that were news but which did not contain military information that the censor would have to confiscate.

And just as the valuable jewels and the works of a perfect watch are many times as valuable because of the mainspring, so the organization of the Leslie-Judge Company owes a mighty share of its energy and efficiency to John A. Sleicher. To the "Chief," as he is affectionately called, the some 2,000 men and women in his employ offer a loyalty and devotion that has produced the harmony and efficiency of the Leslies's machine.

Under the same roof with Leslie's lives Judge, The Happy Medium, which played such on important role in the politics of a few years ago when "lampoon lines" and caricatures were so important in deciding the issue at the polls. Judge has now cast aside its political cloak and become purely a journal of American humor. The same kindly spirit which permeates the whole of the Leslie-Judge organization keeps Judge's fun from ever being bitter. The "happy medium" has but one mission and that is the distributing to all Americans of their just share of American humor. That this has been accomplished to a degree, is attested by the fact that the exchange editors at home and abroad draw upon Judge so largely for REPRESENTATIVE AMERICAN HUMOR. The latest methods in color printing contribute their share towards Judge's artistic perfection.

Checking Department Leslie-Judge Co.

With the services of Charles Schweinler and his immense Cottrell presses that never rest, 450,000 copies of Leslie's and 180,000 copies of Judge go out each week to readers in every country on the globe.

Leslie's is an illustrated weekly newspaper. Because it is illustrated, because it is weekly, and because it is a NEWS paper, it is forced to marshal to its support the very last word in mechanical appliances for its physical production. The monotype which sets the perfect printed page is used exclusively for text. The Cottrell multicolored rotary presses print Leslie's covers, faithfully reproducing the artist's use of tints and shades. An immense staff of experts take care of the hand work and the accompanying picture shows the roomy composing-room where every facility exists for the production of the most religious adherence to the suggestions in the layout.

Better than human hand, as precise as the brain of an expert, the Dexter combination folders bind 75,000 copies of Leslie's a day. From the mailing-room, where the finished product is finally assembled and placed into mail-bags, ten truck loads of the magazines leave every twenty-four hours. Over the whole the immense plant as presiding genius is Charles Schweinler, a modern Gutenburg.

PLANT OF CHARLES SCHWEINLER

Where Leslie's Weekly and Judge are Printed

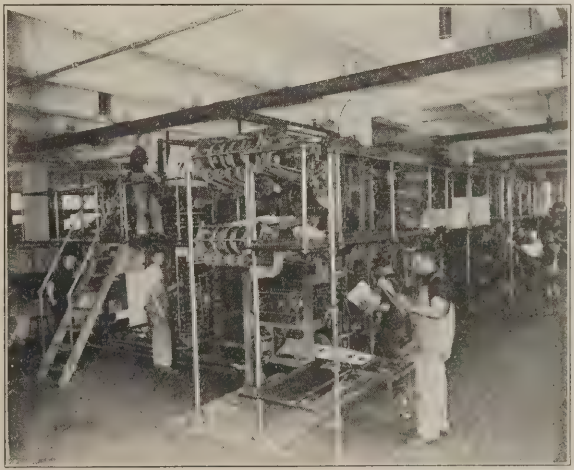
HAVING visited the editorial rooms and business office of the Leslie-Judge Company, a desire to see where Leslie's Weekly and Judge are printed was naturally created. A visit to the plant, that of Charles Schweinler, at 405 Hudson St., furnished full recompense for the time required; and such a visit will be found of great interest and profit to every member of the National Editorial Association. Mr. Schweinler, himself, kindly showed us around the different departments that occupy the great building shown herewith. He came into the printing business from the closely related art of engraving. Printing is an art, though seemingly not always considered as such by printers, and the artist is likely to best realize its requirements and posibilities.

The Home of Leslie-Judge

This doubtless, in part, accounts for the fact that he now prints a score or more of the great illustrated weeklies and magazines and illustrated supplements that run up to many millions of copies in the aggregate of circulation. The engravings are all made in the plant under his direct supervision and are made to fit the subjects illustrated. The most perfect work of the artists are reproduced in colors, lines and shades, no matter how fine or deep the lines or thick the plates required. There is no question as to what would be charged by an engraver. The cuts must be right. The inks are mixed in the establishment so as to insure, absolutely, the right colors, tones and shades. The printing rollers also must be right as to quality and always in proper condition so that, these, running into thousands, are made in the plant. The best of modern printing machines are used and every step is carefully watched.

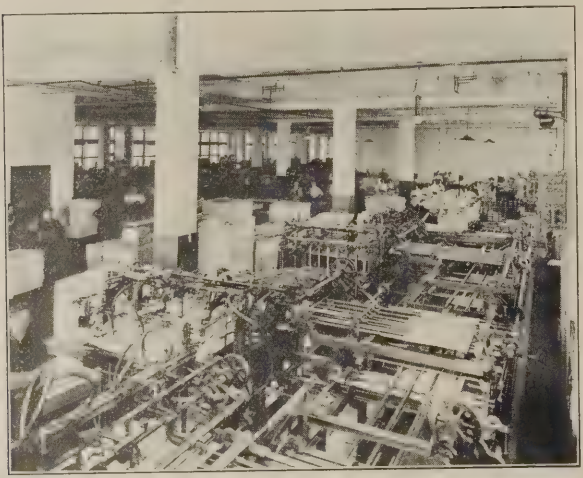
Composing Room

As the sheets come forth from the great perfecting presses, at the rate of hundreds of thousands, in the aggregate, per hour, one feels that printing is one of the most perfect and wonderful of the fine arts. The works of the greatest artists are multiplied a millionfold every day in this one great establishment. It would be impossible to attempt, in less that a large volume, description of all of the machinery used, but we were most interested in watching the new Cottrell multicolor rotary presses, shown in an illustration printed herewith. This wonderful new device for color printing consists of one large impression cylinder and four plate cylinders, each with its own inking mechanism. The



Press Room of Charles Schweinler

sheet is taken by the grippers on the large impression cylinder, is carried under the yellow printing mechanism, then the red, then the blue, and finally the black, delivering the sheet completed; at the same time automatically delivering a slipsheet if desired. It, as indicated by the description, prints the four colors upon each other wet, thereby making it possible to reproduce the original exactly. The colors are printed in the usual order while the sheet runs through the press once, the same set of grippers carrying the sheet until all the colors are printed. This makes the register absolute and eliminates all atmospheric variations in the paper.



Dexter Combination Folders

As every printer knows, when one color is printed at a time on flat-bed presses, the pressman follows as near as possible the color charts supplied him for that purpose, but it is very common to find that too much or too little of some color has been used, making it necessary to flood the sheet with an extra amount of a later color in the effort to secure something near the desired final result. On the Cottrell multicolor rotary press each sheet as delivered shows the final result; the pressman can vary the supply of any color until he gets the effect he wishes, and after the press is started every sheet shows a uniform result. As soon as the Cottrell multicolor press starts to print, the perfected product is ready for the shipping department. About one-third less ink is required, though naturally it is of a special quality in order that the color may be successfully superimposed wet.

Mailing Department of Leslie's

The four colors take their impression at the same place on the one impression cylinder, and it is manifestly impossible to make the four colors ready on the same impression cylinder by ordinary methods. This condition is perfectly met by the make-ready in the plates themselves, which is accomplished by the McKee process of making self-printing plates.

Next in interest to the presses was an automatic gathering machine, that gathers the sections, binds and covers magazines, at a wondrous speed, never making a mistake itself, and if a mistake has been made in supplying the sections for gathering, or an imperfect or folded leaf is encountered, it stops until the error is corrected, or the imperfect section is replaced. It does the work of scores of bindery girls, yet more are employed than ever before. Improved machinery improves, hastens and multiplies production and cheapens the cost of the product, and the resulting increased demand gives more pleasant employment to increased hundreds and thousands of workers. Some twelve hundred girls are employed in the bindery department of this one great office.

The engraving, composing and other departments present like features of interest, but our time was limited and we could not give the desired thorough investigation of the establishment, the viewing of which increased in interest at every step. The illustrations, in part, tell the story, but such a plant must be seen in all its operations and perfect productions to be fully appreciated and understood. Its complete investigation and understanding affords a liberal, advanced education to all printers.

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HELP FURTHER THE BINDERY PRODUCTION CAMPAIGN

The United Typothetae and Franklin Clubs of America has for some time past been endeavoring to collect records of bindery production. While a number of plants have enthusiastically responded, it is the desire of the Price List Committee supervising the work, to get the coöperation of a good many more, so that records can be compiled from a greater aggregate of offices.

All printers and binders realize the importance of this work. The individual is greatly interested when told of a method of gathering data on production. Indicate to him how short cuts can be made, how the efficiency of workman and machines can be increased and he becomes enthusiastic. Continue your subject, however, by further pointing out the absolute necessity of having his coöperation in behalf of these accomplishments and his interest begins to lessen. Indicate to him that it is necessary that he tabulate records in his plant, and he begins to weaken and lose enthusiasm.

Because of this and that the tabulating of production records is not practiced in the average printing establishment, the committee having this work in charge has been endeavoring to encourage the coöperation of the membership of the national organization in furthering this undertaking.

When a printer is able to compare his bindery production with that of a composite production record, which will be possible if every printer coöperates with national headquarters in compiling this data, he will be enabled to make the same valuable comparisons that are now made possible in costs of an individual plant with the Composite Statement of Cost, as issued by the national office.

The following records will be of invaluable service for comparative purposes, when the number of jobs can be increased to one hundred or more instead of less than ten.

CLEVELAND FOLDER—UPRIGHT

3 Folds Right Angle, 16 pp., one Up.

No. of Jobs from which records are compiled	Size of Page	Average Sections per hour	Maximum Sections per hour	Minimum Sections per hour
3........	3⅜x6¼ to 5¼x 7	2202	2772	1779
9........	5½x8 to 7 x10½	1839	2214	1416

CLEVELAND FOLDER—UPRIGHT

3 Parallel Folds, 12 pp., one Up.

No. of Jobs from which records are compiled	Size of Page	Average Sections per hour	Maximum Sections per hour	Minimum Sections per hour
5........	3⅜x6¼ to 5¼x 7	2200	2391	1937
9........	5½x8 to 7 x10½	2303	2579	1805

* * *

Speaking of production records, one widely known printer stated: "The results to be achieved through coöperation of printers in tabulating bindery production records are so great and can be put to use in so many ways that all printers, operating a bindery, should be collecting this data, for their own use, because if any department of a printing plant is weak on production records, it is the bindery."

The United Typothetae and Franklin Clubs of America will be pleased to register your name, for this campaign and will furnish the necessary sample blanks to get you properly started. As you progress with your tabulations, the Price List Committee will supervise your records, and give you what can be termed personal criticism, and from this advice you will be enabled to increase your efficiency and output.

* * *

Announcement is made that the Chicago Printer, the weekly printing-trade newspaper founded and published by E. George Ertman, has been purchased by the Oswald Publishing Company of New York and will be consolidated with The American Printer. This is the fifth printing-trade journal to be consolidated with The American Printer, the others being the Printing Trade News of New York, the International Printer and the Master Printer of Philadelphia and the Western Printer of San Francisco. Mr. Ertman will represent The American Printer in the Western territory, with headquarters at 626 Federal Street, Chicago.

* * *

CHARLES HENRY BETTS

Editor Lyons (N. Y.) Republican

Charles Henry Betts

Charles Henry Betts, editor and proprietor of The Lyons Republican and President of the New York State Press Association, was born at Red Creek, N. Y., April 14, 1863. His parents died when he was eight years of age. He was educated in the common district school and Leavenworth Institute, Wolcott, N. Y., and Adrian College, Adrian, Mich. Was Deputy Clerk of the New York State Assembly in 1895, serving twelve years; was Chief of the Engrossing Department two years, Chief of the Revision Department six years as an expert in drafting and correcting bills and putting them in the form that they go upon statute books before their final passage; was elected a member of the Republican State Committee in 1904 and served until 1912, representing the late Congressman Sereno E. Payne's district composed of Wayne, Cayuga, Ontario, Yates and Seneca Counties; is at present Republican State Committeeman from Wayne County under the new law each Assembly district having a State Committeeman.

Mr. Betts was President of the Western New York Publishers' Association in 1913 and 1914 and was elected President of the New York Press Association in 1914 and is now serving his third term. He has the distinction of being the only member of the New York Press Association who was ever re-elected President in the over sixty years' history of the organization. Mr. Betts was a member of the New York State Constitutional Convention in 1915.

Mr. Betts is widely known as a writer, author and speaker on political science and the science of government. He is the author of the Betts-Roosevelt Letters, published in 1912, and The Naked Truth, published in 1913. He is a frequent contributor to the leading newspapers of the country and magazines on political questions. He is a member of the New York Republican Club, a member of the American Political Science Association of Columbia University and the American Association for the advancement of science, the New York State Historical Association. He has been editor and proprietor of his newspaper for the past nineteen years and on August 3, 1916, will celebrate the 95th anniversary of The Lyons Republican by getting out a special edition in which original contributions will appear from leading editors, educators and statesmen of state and national reputations.

PHILADELPHIA AND THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD.

PHILADELPHIA is always of especial interest to visitors and editors by reason of its many historical associations and monuments, its numerous and great industries, its industrial schools and institutions, great newspapers and periodicals; its University of Pennsylvania founded by Benjamin Franklin, who was America's first great printer-journalist, and the building of the Curtis Publishing Co., the largest in the world—that perpetuates in the Saturday Evening Post Franklin's newspaper; the Public Library, the old Carpenter Hall, built in 1724, all reminiscent of Franklin. Here also is the grave of Benjamin Franklin and wife, marked by a great stone slab, in an old cemetery at corner of Market and Fourth Streets, open to the view of all visitors. Here too is Liberty Hall, where the first congress of the colonies was held and the Declaration of Independence was signed and from the tower of which the old Liberty Bell first pealed forth the message of liberty to the people that, years before, had been so singularly, if not providentially engraved on its surface at its casting in far away England. Then there is Girard College, the first school in this country for instruction in Mechanical Arts, founded by Stephen Girard who financed the United States in the War of 1812, the Penn Square, with its public building surmounted by the statue of William Penn. On one corner of this square, joining the present to the past, is the newspaper home building of the Philadelphia Bulletin with its daily average circulation of 408,593, reaching in its city daily distribution, among the city's 360,000 dwellings, of 306,329. To witness its battery of presses in operation is an inspiration and still another press with an added capacity of sixty thousand complete twenty-four page papers per hour, the greatest in production ever built, is being installed. The announcement of this great daily, on page 267 of this issue, will be found of instructive interest especially to advertisers and newspaper publishers.

With its 8,000 manufacturing plants, Philadelphia has been called "the workshop of the world," but with its building associations, trust companies, other saving institutions and great banks, that showed increased deposits for the twelve months ending March 1916 of $186,944,836, and raised the total deposits to over $952,000,000, it might be called the people's savings bank. It is also the city of homes that are owned by their occupants.

Referring to historic events that make the city famous, the April issue of the Journal of the Philadelphia Chamber of Commerce states:—

"For more than two centuries Philadelphia and Philadelphians have been doing things first. As far back as 1690 the first paper-mill in America was running in Germantown. In 1740 the University of Pennsylvania was founded by Benjamin Franklin; and it was the first University in the United States. The first carpet-mill in America began business in Kensington in 1775 and the first knitting mill in the country began work in Germantown in 1825. The first public library, the first United States mint, the first national bank, the first insurance company, and the first printing-press are all Philadelphia institutions. And they are going yet.

"It was in Philadelphia, too, that the first Supreme Court of the United States met; it was here that the first President of the United States was inaugurated; it was here that Thomas Jefferson wrote the Declaration of Independence; it was here that Betsy Ross wove the first American flag and it was here that the first Continental Congress met. It was a Philadelphian—Robert Morris—who financed the revolution; it was a Philadelphian—Stephen Girard—who financed the war of 1812; it was a Philadelphian—Jay Cooke—who financed the Civil War, and it was a Philadelphian who suggested the use of the decimal system in our currency."

After all, this year. it is the convention of the Associated Advertising Clubs of the World that will be the great drawing feature to all who are interested in efficient, productive publicity that affords the main source for the worthy support of all newspapers, periodicals and journals of the trades and merchandising.

Little need to be said of the convention program here. It will be issued complete about June 1st and will present an array of talents, of topics, of men known as leaders in the fields of advertising, of promotion and merchandising, that has never before been equalled. The instruction given will be of immense and permanent value. The ethical and practical in advertising will be clearly taught and enforced. There will be eloquence as well as wisdom.

The sessions will most fittingly be held in the institution founded by Benjamin Franklin, the shrewdest advertiser of his age, the Commercial Museum, storehouse of the world's knowledge with the department sessions in the class rooms of the University of Pennsylvania. The convention exercises will really commence on Sunday, June 25, with references to the relations of advertising to present day living by prominent clergymen of all denominations in their sermons Sunday morning. In the afternoon at the Academy of Music a great inspiration meeting will be held with Franklin K. Lane, Secretary of Interior; R. Goodwin Rhett, President of the National Chamber of Commerce, and Edwin N. Hurley, Vice-Chairman of the Federal Trade Commission, as the speakers. In the evening there will be a sacred concert by the Philadelphia Symphony Orchestra and later in the evening there will be an informal gathering of the club members.

During the week it will shown that there is much to be learned and enjoyed in the great City of Brotherly Love outside of convention halls. There will be work, but there will be multiplied pleasures; for, "All work and no play makes Jack a dull boy." Under the direction of the Poor Richard Club there will be something doing every minute. Philadelphia will show the visiting newspaper and advertising men that it is still doing things. There will be a pagent on Broad Street Monday night the like of which has never before been attempted in any city in the world. Broad Street when this convention meets will be one mass of electric lights. There will be millions of bulbs to make the street as bright as day. At City Hall the pageant will be reviewed by city, state and government officials, and at this place, too, the pageant will be filmed, the first time that a night pageant has ever been filmed.

At the conclusion of the pageant all of the floats will be taken to the grounds of the Commercial Museum where they will remain on exhibition the remainder of the week. The movement of the pageant will be directed by means of a Helistat placed on the roof of the Hotel Majestic. This is the first time the Helistat has been used in this country. The instrument has been developed wonderfully in the present European war.

In this pageant all the leading cities in America will be represented by their local advertising clubs. The representation will not be stopped there. Milwaukee, for instance, has written requesting the privilege of entering a number of floats to prove that it is not beer that made Milwaukee famous. Great business houses all over the country are asking for particulars as to what provisions can be made to show the stories of their development.

The great visual feature of the Convention of the Associated Advertising Clubs of the World will be the National Exhibit, to be held on the first and second floors of Houston Hall, during the entire week of the Convention.

Every exhibit will aim to inspire better as well as more advertising; each is to show the "how" as well as the "why" and the ideas that others have used may be adapted to the problems of all of many with great profits resulting. There will be "dansants" every afternoon between the hours of 5 and 7 at different hotels; there will be a cabaret performance every evening at 11 o'clock and the performance will continue just as long as any one wishes to remain. The cabaret Monday night will be given at the Bellevue-Stratford under the auspices of the Chicago and Middle Western advertising clubs. Tuesday night the cabaret will be on the Adelphia Roof; Wednesday night at the Ritz-Carlton and Thursday night at the Walton. The New York and Pacific clubs will stage the affair of Tuesday night; the Baltimore and Southern clubs have charge of the Wednesday night show and the New England clubs will manage the performance at the Walton.

Willow Grove Park, Philadelphia

Interesting as these performances may be they are but incidents in the serious happenings of the week.

Philadephia has beautiful parks as well as historic buildings, great hotels, electrically lighted streets and great publishing houses and these will receive attention. Fairmont Park is one of the largest, finest and most widely known in the United States and in past years was made known to hundreds of thousands as being the site of the Centennial Exposition building in 1876. We give a view in Willow Grove Park as indicative of the beauties to be found in the city's rest and recreation and beauty spots, where the visitors are to be entertained Wednesday evening, June 28.

* * *

REGISTER FOR N. E. A. CONVENTION AT ONCE

Secretary George Schlosser urges the importance of registering at once by all who intend going on the splendid, special train for the National Editorial Association, at Chicago, June 16th. Write now to George Schlosser, Secretary National Editorial Association, Sioux Falls, South Dakota. Do not miss this trip.

TEXAS DINNER FOR EDITORS

Georgetown Editor Announces Feast for Association Heads

Georgetown, Texas, May 8.

Lee J. Rountree, editor of the Georgetown Commercial, who is president of the National Editorial Association, which meets in New York City, June 19-24, announces that one of the events of the convention will be a banquet on Monday evening, June 19, the menu to be entirely of Texas products. This banquet will be attended by more than 1,000 editors of the nation, and it being given by the "Buy-It-Made-in-Texas" movement, the manufacturers' association of San Antonio and Dallas, a number of Texas bankers, and the State agricultural department of Mrs. J. L. Landrum of the Texas Home Economics. At the banquet Mrs. Landrum will be assisted by 40 or 50 Texas women in entertaining the visitors. The banquet will be for the purpose of advertising the products of Texas as manufactured by the 4,000 manufacturers and raised in Texas.

"The serious problem is that Texas-made goods and products," said Mr. Rountree, "have not been advertised, and the people do not know of the wonderful products, or where to buy them. The goods have not been properly advertised, and when they are known millions of dollars will be kept in Texas that now go away to northern and eastern manufacturers."

President Rountree states that two special trains will go from the west with delegates to the National Editorial Association, leaving St. Louis and Chicago on June 18. The program is one of the most extensive ever given by the Association. Among those booked for addresses are Dean Walter Williams of Missouri, president of the World's Press Congress, John Temple Graves, Arthur Brisbane, Melville E. Stone, manager of the Associated Press; Secretary of the Navy Josephus Daniels. Dean Will H. Mays of the School of Journalism of Texas; Adolph Ochs of New York, and several others. The meeting promises to be the best since the organization of the Association 33 years ago, in New Orleans.

* * *

CONVENTION OF MANUFACTURING PHOTO-ENGRAVERS

The Twentieth Annual Convention of the International Association of Manufacturing Photo-Engravers will be held June 22, 23, and 24, 1916, at the Bellevue-Stratford Hotel, Philadelphia.

This Convention will be the most interesting convention held by the Photo Engravers for years; as the Photo Engravers feel that their craft is the most important craft entering into modern, industrial and educational industry, as their product creates and develops business.

Every one interested in the manufacture of photo engravings is invited to attend this Convention. Every time you see an American flag it will remind you of Philadelphia, not only as the Birth Place of Independence, but also of the city holding the next convention of photo Engravers. ALBERT W. SANSON.

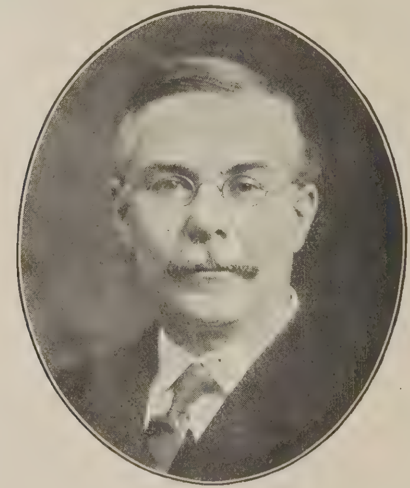
* * *

As we have previously announced, Henry Lindenmeyr & Sons have secured the services of Dwight C. Culbertson, formerly general manager for Chatfield & Woods, Cincinnati. Mr. Culbertson comes to Henry Lindenmeyr & Sons in the same capacity as that in which he has been hitherto employed. He has had a wide experience and is well and favorably known in the trade.

GREAT AUTHORITY OF TYPOGRAPHIC ART OFFERS WORDS OF ADVICE AND WISE COUNSEL TO THE CRAFT

Mr. Henry Bullen, Librarian American Typographic Library, Gives Searching Analysis of the 6th Industry and Proposes Improvements

In an address replete with pertinent suggestions, the result of years of close, devoted study of, and long association with, the practical side of printing—meeting daily problems peculiar to the printing trades, followed by years of research, Mr. Bullen held the interest of 200 printers for two hours, the evening of April 13th, in the banquet hall of the Advertising Association Building, Chicago, at the regular meeting of the Franklin Typothetae of Chicago.



Mr. Henry Bullen
Librarian American Typographic Library

So great was the interest in Mr. Bullen's address and so thoroughly helpful and potent were his arguments that the National Printer-Journalist has planned to present the address in its entirety, Mr. Bullen having favored the publisher with the manuscript, thereby conferring a favor upon the magazine and its readers which is fully appreciated.

The full benefit of Mr. Bullen's seasoned judgment and well considered observations can best be obtained by deliberate study and as an aid and encouragement to this end, the address will be published in three parts, the second installment to appear in the June number, and the third in July.

It is indeed an honor to be invited to confer with the virile printers of Chicago on matters relating to our calling as printers. You represent the most important industry of Chicago. Chicago depends upon your work more than it has been taught to know. The Chicago of today is the product of the work of yourselves and your predecessors more than it has been taught to know.

Printers Do Not Realize the Importance of Their Industry

These are broad statements, and doubtless (without instruction) the public of Chicago will not concede the truth of them; and this chiefly because, broadly speaking, the printers of Chicago and all other American communities do not themselves realize that these statements are true. And I believe that this inappreciation is the source of the small esteem with which the industry is regarded in intellectual, art, financial and business circles, notwithstanding our proud boast that Printing ranks sixth among our national industries. Bigness and greatness are not identical.

Other Trades Derive Authority from Printing

The printers outnumber the architects, painters, sculptors, generals, admirals, lawyers and doctors, and printing effectively done requires fully as much if not more ability than suffices to make men eminent in these arts and professions; and yet, do we not all instinctively defer to the arts and professions? They derive their authority from our deference, and not from any superiority of brains or wisdom. They are properly permeated with pride in and loyalty to the history and ethics of their callings. They stand together, united by a strong sentiment of just pride in the achievements of their predecessors. We, the public, read of these things; we see their impressive association halls; we enter their offices, and every wall and every bookcase magnifies their calling, and unless we have very thick skins we are afraid to bargain for their services, and however bad the work or unwise the advice, we pay—we pay. Whether they deliver the goods or fail to deliver the goods, we pay.

> "Now in the names of all the gods at once
> Upon what meat do these our Caesars feed
> That they have grown so great?"

And Shakespeare, product himself of the printer's art, provides his own answer:

> "The fault, dear printers, is not in our stars
> But in ourselves, that we are underlings."

Printing: The Head and Front of All Arts

Those who are intimately acquainted with the history of printing know that all the arts and professions are branches from the parent stem of printing, the head and front of the mother art—the Graphic or writing art—by which all knowledge has been preserved and transmitted.

Do we sufficiently realize that if all the work done by printers since Gutenburg was withdrawn, and printing ceased to be practiced, civilization would halt and rapidly retrograde? Could such a claim be sustained for any of the so-called fine arts—painting, sculpture, architecture? Destroy all the great examples of architecture and of painting and sculpture, and if books remained, there would be no drop in intellectual status, and in due time all would be replaced. Is it not true that we, the successors of Gutenberg, make the books?

Printing: A Great Sales Force

Do you realize that if all printing ceased for one year, most of the great industries would slacken and shrivel, factories in great numbers shut down, and poverty prevail? It we do not realize this fact, we are unacquainted with the real value of our product. Printing sells the greater volume of the world's manufactured product, but if we can believe what we hear at cost congresses the printers have failed to secure adequate payment for their pre-eminent services. In my opinion we are underpaid because we have scarcely any well-grounded pride of calling, are too often disloyal to the true interests of the art, and too generally take a mechanic's view of our work.

And Yet, Printers Are Underlings

We are underlings as a body. When the national association of bankers, lawyers or doctors hold their conventions, the Associated Press reports their proceedings to the whole country and local papers magnify the events. When the United Typothetae and Franklin Clubs of America holds its convention, it is lucky to get a stickful of comment—no more than is accorded to conventions of undertakers, plumbers, tailors or shoemakers. When the painters and sculptors hold their exhibitions, the art editors magnify the event, but when an exhibition of printing is held, it is lucky to get a solitary stickful of perfunctory comment. The great, intelligent, progressive public which forms its opinions day by day according to the printed word, which buys at the solicitation of printing, which has derived all its mental power from printing, though it buys and uses printing, is not interested in printers, does not defer to printers, and is left in ignorance of its obligations to printing, because too many printers have no real knowledge of the history of printing and have no more pride in their occupation than the butcher has in his butchering.

Printers Wrongly Classed as Mechanics

We ARE underlings as a body. The students of one of the great technological institutions have recently by vote refused to admit the young men of the printing class into its fraternities on the ground that they are mechanics and should associate with bricklayers, carpenters and blacksmiths, and not with those who are studying millwork, painting, sculpture and architecture. Printers are carried on the flag ships in our navy, rated as common seamen, as are carpenters, electricians, machinists and others; but the only men of this group of skilled labor who are denied the opportunity for advancement by the regulations are the printers. An electrician may in law become an admiral, but a printer may not even aspire to the rank of a petty officer.

Snubbed: Meekly Returning to be Snubbed Again

Delegations of printers have visited Washington for many years to protest against the free printing of addresses on envelopes by the government, and the sixth greatest industry is consistently snubbed. Meekly we will return again, and again be snubbed. Do we blush when our young men are looked down upon in great schools and in the navy, or do we mentally agree that the trade which can be practiced by little boys who get a printing outfit at Christmastide is really far down among the merely manual trades? If the latter is the attitude of any printer, his dangerous disloyalty is only excusable because of ignorance.

Printers Given High Rank in Other Countries

The deference or esteem that printing should command is, of course, toward the industry as a whole. Here and there in every community there are printers who are deferred to by the public because of their ability and knowledge of the good influence of printing. There is more good printing done in America than in any other country. Much good printing is done in Germany, Austria and Holland, but the average quality is inferior to the American. In Italy there is little good printing, and while the finest examples of printing of all kinds are produced in France, the average quality is below that of Germany. We have greater establishments and our machinery is superior, and our public uses printing in greater quantities than in the countries I have named. Nevertheless, the master printers in all these countries as a body rank socially with the professions, and enjoy the same deference. In the older countries social rank is quite clearly defined, and it is expected that the printers shall be educated above the average, and so they are, whether employers or employees. When annually the kaisers, kings and queens and presidents of those countries distribute the customary honors, there are always a group of printers decorated for being eminent in their art or for special effort to improve their art. The governments consult with the officials of the printing associations in awarding these honors. On all great civic occasions the printing industry has its representatives on the committees by right and long usage. The printers in these great countries take their art seriously.

Museums of Printing Maintained Abroad

The two books which in my opinion excel others printed during the past quarter century were issued by the French Government—one in honor of Gutenberg and the other the magnificent History of Printing in France, of which three great volumes have been issued. In the strong German style of typography I know nothing that excels the folio history of the Imperial Printing House in Vienna. Antwerp maintains the ancient Plantin Museum of Printing, and has issued several masterly volumes in honor of its greatest printer. The printers of Germany maintain the Gutenberg Museum in Mainz and combine with the book trade in support of the great typographic library and museum in Leipsig, issuing therefrom the periodical Archiv für Buchgewerbe, now in its fifty-first year, which gives as much if not more space to the literary and art aspects of printing as it does to the technical. This association of the master printers and publishers of Germany promoted the Graphic Arts Exhibition in Leipsig in 1914, the greatest honor conferred on printing in recent times, an enormous success, in which all the powers of Europe, great and small, coöperated; in which Japan and India and Australia were represented, and the United States was NOT represented.

Printing Magnified in Europe

Thus is printing magnified by printers in Europe. It is the custom in Germany and Austria to instruct the princes of the imperial houses in some trade. Doubtless, the instruction is perfunctory enough; but is it not significant of the high position printers occupy in Europe that the princes are invariable taught to print?

(To be continued.)

* * *

WISCONSIN PRINTERS AND NEWSPAPER PUBLISHERS COMPLETE PLANS FOR SECOND STATE CONFERENCE

Federated Printing and Press Associations Coöperate with University Department of Journalism in Arranging Big Meet

Merchandising surveys as a basis for securing advertising, cost accounting for large and small printing plants, and coöperation in handling national advertising by weekly newspapers are to be the chief topics for discussion at the second Wisconsin State Conference on Printing and Newspaper Publishing, to be held at Madison, June 1, 2, and 3, by the Wisconsin Federated Printing and Press Associations in coöperation with the Department of Journalism and the Extension Division of the University of Wisconsin.

Joseph A. Borden, secretary of the United Typothetae and the Franklin Clubs of America; Arthur Brisbane, editor of the New York Journal; Jason Rogers, publisher of the New York Globe, and Courtland Smith, president of the American Press Association, are to be the principal speakers.

Plans for coöperation among the publishers of country newspapers in securing and handling national advertising through a central bureau will be considered, as well as other methods of obtaining a greater share of the appropriations for national advertising for Wisconsin newspapers. Both Arthur Brisbane and Courtland Smith will talk on the opportunities for the country publishers in this direction.

The field work in installing cost accounting systems in printing plants and newspaper offices in Wisconsin and in making surveys of merchandising conditions in local communities as a basis for securing advertising, and the result of the first conference held at Madison last year, will be fully discussed. Jason Rogers, whose survey of New York has attracted attention of newspaper publishers and advertising men, will talk to Wisconsin publishers on the value of these surveys.

The relation of better farming to community prosperity and the profitableness of newspaper publishing will be considered by country publishers and agricultural leaders on the last day of the conference.

PRELIMINARY PROGRAM

Thursday Afternoon, June 1, 1:30 O'clock, Club Room, Park Hotel

"The History of a Pound of Ink," illustrated lecture.

"Creation—The Motive Power of Advertising," Robert C. Fay, Chicago.

"Stopping Office Leaks," W. J. Hartman, Chicago.

"Which Can Do Printing Cheaper, the Large Plant or the Small One?" F. H. Elwell, Madison.

Thursday Evening, 8 O'clock, Senate Chamber, State Capitol

"Merchandising Surveys as a Basis for Securing Advertising," Jason Rogers, publisher of the New York Globe.

Moving pictures in six reels, showing the plant of the Curtis Publishing company, Philadelphia, a model of efficient organization.

Friday Morning, June 2, 9 O'clock, Senate Chamber

Meeting of the Wisconsin Federated Printing and Press Associations.

"What the Wisconsin Cost System Means," Robert G. Lee, field man in charge Service to Printers and Publishers, Extension Division.

Meeting of the Wisconsin Press Association, 9:30 o'clock, Senate chamber. President's address, H. L. Hoard, Ft. Atkinson.

"What the Wisconsin Daily League is Doing for Its Members," H. H. Bliss, Janesville, secretary of the Daily League.

"How to Get Better Rates," B. E. Walters, Mosinee, secretary of the Central Wisconsin Press Association.

"The Ethics of the Newspaper Profession," Merlin Hull, Black River Falls.

"Printing the News and Explaining It," R. M. Crawford, Mineral Point.

Meeting of the State Franklin Club, 9:30, Club Room, Park Hotel.

Meeting of the Wisconsin Daily League, 10 o'clock, Assembly Parlor.

Friday Noon, Luncheon, 12:15 O'clock

"Collective Interest and Collective Action," Joseph R. Borden, secretary of the United Typothetæ and Franklin Clubs of America.

Friday Afternoon, 2:15 O'clock

Business meeting of the Wisconsin Press Association, Senate chamber.

Business meeting of the Wisconsin State Franklin Club, Club Room, Park Hotel.

Business meeting of the Wisconsin Daily League, Assembly Parlor.

Friday Afternoon, 4:30 O'clock

Visit to University of Wisconsin and automobile ride.

Friday Evening, 8 O'clock, Senate Chamber

"The Opportunity of the Country Publisher," Arthur Brisbane, editor of the New York Journal.

"Foreign Advertising in Country Newspapers," Courtland Smith, president of the American Press Association.

Saturday Morning, June 3, 9 O'clock, Club Room, Park Hotel

"Better Farming and Community Prosperity," F. W. Lovejoy, manager of the Wisconsin Agriculturist.

"County Agents, Better Farming, and Community Prosperity," E. L. Luther, supervisor of Wisconsin county agents and superintendent of farmers institutes.

"Better Farming, Community Prosperity, and Newspaper Publishers"—Discussion by daily and weekly editors and publishers.

* * *

"FILLS A PLACE THAT NO OTHER PAPER FILLS

Sleepy Eye, Minn., April 26, 1916.

National Printer-Journalist, Chicogo, Ill.

My Dear Herbert:—Find enclosed $2.00 to apply on my subscription to May 1, 1917. I have been a subscriber to your magazine ever since you started it and don't want to miss a copy. One of the most pleasing features of your publication is the monthly visit with a lot of my old editorial acquaintances I have made in the 26 years I have attended the National meetings. The National Printer-Journalist ought to be in every printing office in the United States. To the editor-printer the Journalist fills a place that no other paper fills.

Wishing you still greater success and hoping to see you at the New York meeting, I am,

Ever your friend,

Sleepy Eye Herald-Dispatch W. R. HODGE.

* * *

The editor of the Burlington Republican of Burlington, Kansas, John Redmond, humorously tells of his experience in the first use of roller-skates, the results of which were: a broken left arm, a doctor's bill and the satisfaction of having amused a great many friends.

Walter Scott & Company's New York Office is now located at 147 Broadway, where visiting publishers and associates will find a cordial welcome.

* * *

Among the advertising pages of the National Printer-Journalist this month will be found an advertisement for the Associated Advertising Clubs of the World designed by Gatchel and Manning of Philadelphia. The beauty of this typography, as well as the significance of the meaning of the illustration will be appreciated by every reader.

Ammended Announcement of Itinerary and Program of N. E. A.

THE meeting of the National Editorial Association in 1915 was perhaps the most memorable and entertaining of any of the twenty-nine preceding. It was educational and historic and many have thought it fruitless to undertake or to even anticipate the possibilities of a repetition in any degree in 1916.

At the closing session of the 1915 meeting held in the city of Los Angeles, New York City was chosen as the place for the meeting in 1916. A rather long jump from the Pacific to the Atlantic, but I am confident the choice was a wise one, and therefore quoting from a paragraph in the announcement of one year ago, let me again remind you that "Travel is a liberal education, a post graduate course, better than a library full of encyclopedias, more information than a dozen lectures. You see new sights and new people. You yourself are in a measure made new."

A visit to the greatest city on earth, if you have been there before, you will surely want to go again, for the program outlined by the New York Merchants' Association to entertain the National Editorial Association on its first official visit to that city, will enable you to enjoy an event that will live in your memory forever.

It would require a great deal of time and space to recite the historical sentiment surrounding a visit to New York and New England cities and resorts. Besides, there is nothing like receiving this information by direct contact and association with the people who are on the ground and tell the story without any frills.

This announcement, therefore, is confined wholly to the plans and program as nearly as they can be arranged in advance of the meeting.

It will not be possible this year, owing entirely to the splendid eastern railroad conveniences to provide and consolidate our delegation so as to enable the entrance into Gotham by a single train or more than a small portion of the contemplated attendance at one time, but as a train from some direction enters New York City every sixty seconds, there will not be very much delay in assembling.

In view of this fact, one special train, to be known as the "Chicago Special," will be arranged for departure on Friday evening, June 16th, from Chicago.

An effort will also be made to provide for a "Kansas City" and "St. Louis Special," to especially accommodate southern delegates. The schedule for this special is so arranged that if it should prove profitable, those having arranged to go this way will be accommodated on the regular train service following only a few moments later.

To avoid any confusion and a considerable correspondence the matter of route and rates, both going and returning, will be covered in detail.

The secretary has selected as the official route from Chicago, the Grand Trunk-Lehigh Valley Double Track Service Route.

The Grand Trunk Railway System, the great International Double Track Route, and incidentally one of the longest double track railways in the world, under one management, is the equal of any railway system in the world, and operates through a country filled with interest to the tourist, sportsman and traveler.

In selecting this route the secretary has taken into consideration the many valuable suggestions offered by hundreds who are to be accommodated and who have expressed a preference, owing to the scenic beauty of the country traversed, and more especially on account of the innumerable pressing invitations received from progressive cities along the route, asking for the privilege of extending certain courtesies to the delegation. It has not been possible to accept all these invitations, but such as could be taken on without interruption or delay, beyond the alloted schedule, have been accepted, and we trust will prove a sufficient diversion to attract a considerable number of the delegation.

The St. Clair Tunnel

There are some special points of interest to which attention should be called. St. Clair Tunnel extends beneath the St. Clair River, connecting Port Huron, Mich., with Sarnia, Ontario. This marvel of engineering skill and enterprise was constructed by the Grand Trunk System at a cost of $2,700,000. It is a tubular structure of iron, bolted together in sections in the process of construction, and with its approaches is two miles in length. It overcomes the obstacles presented by a navigable stream, alive with commerce during the summer and often blocked with ice in winter—a stream justly called "America's greatest artery of inland commerce," owing to the fact that the enormous tonnage of the great lakes and their varied shipping interests all pass through this channel. It seems especially significant that this tunnel permits the intersection of the great water highway by an equally great railway system, without jeapordizing the international interests which are involved in both, and renders especially significant the title, "the link that binds two great nations." The tunnel is well lighted by electricity and the trains are hauled through the tunnel by powerful electric motors, thus eliminating the annoyance to passengers of foul air, gases, etc., making withal a most interesting ride.

Niagara Falls

This city, and the cataracts from which it derives its name, is so well known to the American public that about all the mention necessary is the fact that we are scheduled for a considerable stop here. Every opportunity will be given the delegation to see many of the historical points of interest culminating with a ride through the gorge, during which time specially provided powerful searchlights will be thrown into the canyon, thus bringing out the true beauty and grandeur of this magnificent scenery. Total Niagara Falls expense, $1.00.

As guests of the city the delegation will receive many courtesies. The general program to include a twilight banquet augmented by vocal and instrumental music.

Lehigh Valley Railroad

The Lehigh Valley will handle the train between Niagara Falls and New York City. The scenes from the car window, especially when the lake region of Central New York is reached, is like a glimpse of Paradise. We pass through so many points of interest it will not be possible to mention them, but numerous stops will be made, permitting the delegation to enjoy some of the entrancing picturesque sights never to be forgotten. Many sections of the country through which the train passes are frequently referred to as equalling the Alpines of Switzerland.

Mauch Chunk

The train is scheduled to make a three-hour stop at this point and to enjoy a ride on the "oldest railroad in America." This is planned entirely as a side attraction of almost as much interest as historical Niagara. A panoramic view which I have been permitted to see, leads me to believe that the "Switch-Back" trip, will prove a thrilling experience almost equalling a ride in the aeroplane. Historian Henry, writing of this trip and of the Lehigh Valley, says:

"Up we go until the mountain tops, which just now towered above us, sink into the valley and become pigmy hills.

"Novel emotions crowd upon the mind, as the enchanting and exciting scene unfolds itself with new and almost appalling grandeur, as the summit is approached, and the soul is transported with awe as the works of the Great Creator stand out in their imposing contrast to our littleness, as we hang suspended, as it were, in mid-air.

"Mountains and valleys, hills, ravines little villages and mining settlements below us, with long blue ridges of mountains rising all about us, as far as the eye can reach, attract the tourist and add to the novelty of the scene.

"But the supreme pleasure of our ride is yet in store for us; it is the return by the old mule track route, over the nine miles of continuous descending grade to our starting point.

"Riding around the mountain with locomotive speed, the numerous landscapes stretching about on every side, changing as rapidly and charmingly as the views in the kleidoscope, keep the tourist rapt in a continuous state of enthusiastic admiration; the cool, bracing atmosphere, the novelty of whirling along the road at so great an elevation without any apparent motive power, the valley lying so far below, the various ranges of hills and mountains with their trees and vegetation in an endless variety of colors, are all calculated to make the beholder think himself in some enchanted fairyland.

"You may travel thousands of miles and it will be difficult to find any other locality so truly picturesque."

This side trip will cost each delegate 50 cents.

CHICAGO—NEW YORK TRAIN SCHEDULE

Dearborn Station.

Leave Chicago—10:00 P. M., June 16th.	
South Bend,	12:45 A. M.
Battle Creek,	2:50 A. M., June 17th.
Lansing,	4:00 A. M.
Flint,	5:20 A. M.
Arrive Port Huron,	7:10 A. M.
Leave Port Huron,	7:20 A. M.
Sarnia,	8:40 A. M.
London,	10:10 A. M.
Hamilton,	12:25 P. M.
Arrive Niagara Falls,	2:15 P. M.
Leave Niagara Falls,	11:00 P. M.
Rochester Junction,	1:29 A. M., June 18th.
Leave Geneva,	2:18 A. M.
Sayre,	4:00 A. M.
Wilkes-Barre,	6:20 A. M.
Arrive Mauch Chunk,	8:04 A. M.
Leave Mauch Chunk,	11:10 A. M.
Allentown,	11:54 A. M.
South Bethlehem,	12:08 P. M.
Easton,	12:30 P. M.
Arrive New York City, West 23rd Street, 2:40 P. M., June 18th.	

If you are unable to join this train in Chicago, buy your ticket and have it so routed as to join us at a convenient point en route. Notify the secretary so that accommodation can be provided and the train stopped to receive you.

Kansas City-St. Louis Special, Wabash Railroad, via Chicago, Grand Trunk-Lehigh Valley.

If a sufficient number shall elect to go this way, a special train will be provided. In scheduling this train the time of departure of regular service is taken into account, so that in the event there should not prove to be a sufficient registration to provide the special, no inconvenience will be suffered, as regular trains, within a few minutes, will provided accommodation. Through equipment from Kansas City and St. Louis, will be attached to the special out of Chicago.

Schedule out of Kansas City, 10:00 P. M., Thursday, June 15th.
Arrive St. Louis, 7:00 A. M.
Leave St. Louis, 9:01 A. M.
Arrive Chicago, 4:53 P. M., June 16th.
Special out of Chicago, leaves 10:00 P. M.

See Wabash local time table for all intermediate connections.

The Wabash Line is too well known to need any introduction to the traveling public. The trains and service are the best to be had and on this occasion a representative of the road will be on hand to see that every courtesy and convenience that goes with first class service is provided and to generally look after the wants of the delegation.

In this connection it is also well to understand that this train enters the Dearborn Station in Chicago from which the Grand Trunk-Lehigh Valley Special departs, thus avoiding transfer of depots in Chicago.

Chicago Headquarters.—In view of the fact, however, that there will be many early arrivals, Hotel Sherman is named as official Chicago headquarters, where you will find some representative of this Association to direct you and to serve you in every way.

The Chicago Press Club, No. 139 N. Clark Street, also invites you to make its rooms your home while in the city.

Railroad Rates.

Using Chicago as a basing point, the **Round Trip** rate Chicago to New York and return, using same line in both directions, is $31.70.

The Grand Trunk, however, provides an optional privilege on lake steamer between Buffalo and Detroit, in the event a diversion of this kind is desired on the return trip.

The rate for circle tour tickets, going via Grand Trunk-Lehigh Valley, Chicago to New York, returning any southern route through Washington, is $34.40, with the possible exception of two standard trunk lines which make a rate of $36.20.

Using Kansas City and St. Louis as a basing point, going via Chicago, Wabash-Grand-Trunk-Lehigh Valley, returning over same route, rate is as follows:

Kansas City, $48.20; St. Louis, $37.00.

Returning via Washington or any other southern route, the rate will be as follows:

Kansas City, $51.95; St. Louis, $40.75.

Summer tourist rates east for 1916 have not yet been announced, and there may be some slight change from the figures quoted, but my advice is that there will not be.

It may be interesting in this connection to know that there are something like **Thirty-six** different combinations to choose from, the prices varying from $31.70 to $47.75. These rates and routes will serve as variety for those who may be looking for "something different."

In purchasing your ticket, either route, see to it that it is routed for the official train, especially if you are going via Chicago. Specifically request that your ticket reads Grand Trunk-Lehigh Valley from Chicago on eastward passage, as traveling in a party of this kind you will receive better service and more attention by giving the going passage full force and consideration, and our hosts will be much more appreciative in the hospitality so generously extended along the several routes.

Railroad rates either by way of Chicago or Kansas City and St. Louis, are practically the same.

Children five years of age and under twelve, must be provided with half-fare tickets.

Limitation of Tickets.

Short limit summer tourist tickets east of the Missouri River are good for thirty days. West of the Missouri River sixty days.

All circle tour tickets, no matter whether east or west of the Missouri, are good for sixty days.

As you will very likely buy some one of the circle tour tickets offered, your ticket will have a limit of sixty days. All tickets carry with them stop-over privileges at practically all intermediate points within the limit of ticket.

Sleeping Car Rates.

Double lower berth, Chicago to New York	$5.00
Upper berth, Chicago to New York	4.00
Drawing Room, Chicago to New York	18.00

Compartment, accommodations for three.

Same rates from St. Louis are, respectively:

$6.00 $4.80 $21.00

Sleeping car reservations for the Chicago Special must be made in advance through the secretary. Such reservation to be accompanied by a deposit. Sleeping car assignments will be made on receipt of remittance and you will be notified so that on taking your train there will be no delay of any kind. Be sure and give the number in your party.

Dining Car and Eating House Service

A club breakfast at from 25 to 65 cents will be provided in the regular dining-car service.

A special noon-day table d'hote luncheon will be served for 75 cents.

New York City.

You are now in New York City, the greatest city on earth. The Association Headquarters will be at the McAlpin Hotel, located opposite Greeley Square, Broadway and 34th Street, where all business will be held.

The McAlpin is the last word in hotel construction It is hoped that all will find accommodations within its walls. The auditorium where the meetings are to be held is located on the 24th floor.

The rates quoted, accommodations considered, are the very best ever before extended the Association. In this connction I have somthing private to communicate to those making early registrations.

The reservations should be made direct to the Merry & Boomer, Managers, McAlpin, Greeley Square, New York City.

New York City, March 8.—The following program has been announced for the National Editorial Association which convenes in this city on June 19, 1916:—

MONDAY, JUNE 19

9:30 A. M. Opening Session. Welcoming addresses by Honorable John Purroy Mitchel, Mayor of New York City; Chas. H. Betts, publisher Republican, Lyons, N. Y.; president New York State Press Association; H. L. Bridgman, publisher Brooklyn Standard Union, chairman of Publishers' Association of New York City; Edward Percy Howard, president New York Press Club; John Clyde Oswald, editor American Printer. Response by Hon. Joe Mitchell Chapple, of Boston, editor National Magazine.

President's Annual Address, by Lee J. Rountree, Georgetown, Texas, President National Editorial Association.

2:30 P. M. Addresses and discussions.

8:00 P. M. Reception at Pulitzer School of Journalism, Columbia University.

TUESDAY, JUNE 20

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to New York Times and inspection of its offices and plant.

2:30 P. M. Addresses and discussions.

8:15 P. M. Theatres.

WEDNESDAY, JUNE 21

9:30 A. M. Addresses and discussions.

1:00 P. M. Visit to a magazine-producing plant.

2:30 P. M. Closing session and election of officers.

6:30 P. M. Banquet at Hotel McAlpin.

Georgetown, Texas, March 8.—President Lee J. Rountree gives out the following tentative literary program of the National Editorial Association in New York City:

Paper, Mrs. Geo. E. Hosmer, Denver, Colorado.

Address—John A. Sleicher, editor Leslie's Weekly, New York.

Address—Hon. Melville Stone, Manager Associated Press, New York City.

Address—Hon. John Temple Graves, of Washington, New York American.

"The Trade Journals"—William H. Ukers, editor Tea and Coffee Journal, New York.

Report of Legislative Committee—Geo. E. Hosmer, Denver, Colorado, Chairman.

Report of Memorial Committee: B. B. Herbert, of Chicago, Founder and first President of National Editorial Association, Editor National Printer-Journalist, Chairman.

Address—Hon. Louis C. Cramton, Lapeer, Michigan, Clarion.

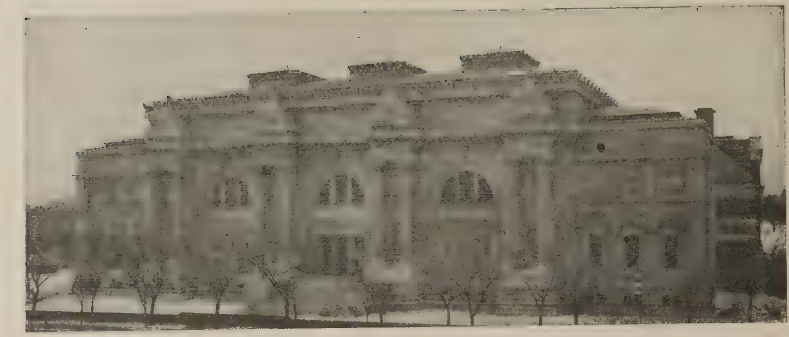
Historical Address—Hon. A. O. Bunnell, of Dansville, N. Y., Advertiser, formerly president National Editorial Association.

Address—Hon. Josephus Daniels, Secretary of the Navy, Washington, D. C.

"The Women and the Newspapers," Mrs. H. C. Hotaling, Mapleton, Minn.

Address—Hon. Walter Williams, of Columbia, Mo., president of the World's Press Congress.

"The Influence of Schools of Journalism upon American Literature"—Hon. Will H. Mayes, dean of the Texas School of Journalism.



The Metropolitan Museum of Art, Containing some of the Best Art Collections in the World

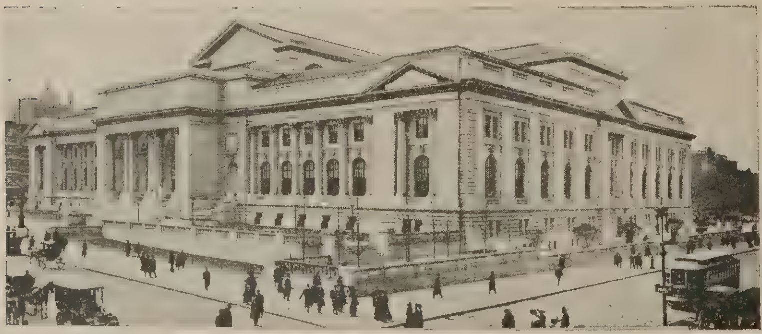
Newspaper Row, Opposite City Hall Park, Showing the Homes of the New York World, Sun and Tribune

HOTEL Mc ALPIN
Broadway at 34th Street
New York

L. M. Boomer, Managing Director
World's largest and safest hotel
"Nearer than Anything to Everything"

HEADQUARTERS OF THE
NATIONAL EDITORIAL ASSOCIATION
OF THE UNITED STATES

The inviting atmosphere of the Hotel McAlpin—its luxurious, home-like comfort, exceptional facilities and service—distinctive restaurants—and the notable moderation in prices—all tend to make it the ideal home for you when in New York—whether your stay be long or short.



New York Public Library, in which a Gutenberg Bible and Other Relics of Printing and Publishing are Exhibited

President Wilson's Summer Home at Long Branch, N. J., to be Visited by N. E. A., Friday, June 23, 1916

"The Relation of the Press to Improved Highways"—Homer D. Wade, of Texas.

Address—Hon. Courtland Smith, president of the American Press Association, New York.

Address—Hon. Dietrick Lamade, editor Grit, Williamsport, Pa.

THURSDAY, JUNE 22

9:30 A. M. Sight-seeing boat trip around New York Bay as guests of the City of New York. Exhibition drill by fire patrol boards. Visit to Brooklyn Navy Yard.

1:00 P. M. Luncheon at the factory of the Mergenthaler Linotype Company, immediately opposite the Navy Yard, and ride through Brooklyn's park system to Coney Island in sight-seeing automobiles as guests of the Mergenthaler Linotype Company.

Afternoon and evening, sea bathing and visits to Coney Island's attractions.

FRIDAY, JUNE 23

Visit to coast resorts. A delightful ride down the bay, starting on the same route taken by ocean liners, via the statue of liberty, Ellis island immigrant station, Sandy Hook training grounds.

Up the Shrewsbury river to Pleasure Bay, where a shore dinner, one of the finest treats ever prepared, will be served.

Bathing Opposite the Chelsea Pavilion.

June 1915. Members N. E. A. bathed in the Pacific.

Scene during the Carnival on the Ocean Front

June 1916. Will enjoy Annual Bath in the Atlantic at Long Branch, N. J.

Then by autos down the shore through Long Branch (with a stop at Shadow Lawn, the summer capital, and a talk by Pres. Wilson).

Through Asbury Park and half a dozen other seaside towns, to Sea Girt, New Jersey's summer capital and militia camp.

Back by the Rumson road to Sea Bright, where some time will be spent on the beach. Twilight ride back to New York.

The trip will be along the finest beach and among the finest residences and grounds to be found anywhere in the world.

SATURDAY, JUNE 24

Visit to Boston as guests of the city.

SUNDAY, JUNE 25

Visit to Boston.

MONDAY, JUNE 26, TO FRIDAY, JUNE 30

At Philadelphia, in attendance at the annual convention of the Associated Advertising Clubs of the World.

"The Country Weekly Newspaper, How I built up and maintained a circulation of 5,000 in a county of 16,800 people with six competitive newspapers"—Geo. W. Waggenseller, editor Port, Meddleburg, Pa.

"Interior and Metropolitan Dailies"—Facts and Theories Tested by Experience"—Hon. Adolph S. Ochs, publisher New York Times.

"Advertising," Mr. William C. D'Arcy, of St. Louis, president of the D'Arcy Advertising Association.

Addresses—John Redmond, editor Burlington (Kansas) Republican, and Alonzo D. Moffet, Elwood (Indiana) Review.

Philadelphia—Meeting of Associated Advertising Clubs of the World.

The invitation which follows from this world famous organization speaks for itself and is therefore published in full:

"Dear Mr. Schlosser.—I am under obligations to Mr. Oswald for letting me know that the National Editorial Association Convention is to be held in New York City, June 19th, for this information makes it possible for me to write to you officially, as president of the Associated Advertising Clubs of the World, and extend an invitation to your Association to come to Philadelphia the week following your convention here and attend the great annual convention of the Associated Advertising Clubs. This convention is to be held, beginning June 25th, in the University of Pennsylvania, established by Benjamin Franklin. And I can assure you now that it will be the most stimulating business convention that has ever been held in this country by those who are in any way connected with publishing or printing or advertising in any form. At our convention in Chicago in June there were 4,200 who registered as being in actual attendance. We are all sanguine that there will be double that number in Philadelphia.

In addition to the general sessions, which will be addressed by such merchants as John Wanamaker and such publishers as Adolph Ochs of New York Times and Cyrus Curtis of the Saturday Evening Post and the Ladies' Home Journal, there will be Departmental meetings, taking up every side and phase of advertising. We have now fourteen such Departmentals, one for the newspapers, one for the magazines, one for the retail advertiser, one for the printers and engravers, and so on. Your members would find in these Departmental sessions discussions of the greatest practical service and value to them.

So we invite you to come to this great and stimulating convention and to come on the same basis as our own members. Everyone who attends pays a registration fee of $2.50 toward the cost of carrying on the convention; and this fee entitles one to attend any or all of the scores of sessions and to listen to any part of the two or three hundred addresses and papers that will be of the greatest practical value. In writing this letter I want you to know that I speak not merely for myself personally but for the entire organization. We want you to come to the University of Pennsylvania which Frankin established and we assure you that you will find the latch-string hanging out.

Yours very sincerely,

Associated Advertising Clubs of the World,
HERBERT S. HOUSTON, President.

So far as it lay in my power, speaking for and in behalf of the National Editorial Association, the above invitation has been accepted and the schedule of our itinerary so planned as to give our delegation the opportunity to be present.

It will be well for those intending to be present to provide advance accommodations and for that purpose the names of hotels and rates follow:

Chas. E. Edwards

Chairman N. J. Press Association Reception Committee

Philadelphia Hotel Rates

All of the hotels named are guaranteed first-class. Most of them are on the European plan:

Adelphi, Chestnut and 13th St., European. Rooms with bath, $2.50 up.

Aldine, Chestnut and 19th St., European and American. Rooms ranging from $1.50, with bath, to $3.50.

Belgravia, Chestnut and 18th St., European and American. $3.00 up.

New Bingham, Market and 11th St., European, $1.50 to to $2.50.

Colonnade, Chestnut and 14th, European. $1.50 up.

Continental, Chestnut and 9th St., European. $1.00 up to $2.00.

Rittenhouse, Chestnut and 22nd St., European. $1.50 up.

Vendig, Filbert and 13th St., European. $2.00 up.

In writing to these hotels for your reservations, keep in mind the first price quoted is for one person in room without bath. For double room without bath, $1.00 is added, and where bath is desired, the price is usually $1.00 higher, for one person. If you will explain what you want and how high you are willing to go, you will be provided accordingly.

Membership

You may not be a member of the Association. In such event you will please consider this to be an invitation to become one, and the total expense to become an active member is $2.00, and that pays your dues for one year.

You may be a member and in arrears for your dues. If you are in arrears, we want you to renew and hope you will remit $2 for each year you are in arrears. That is the annual dues and is a charge alike on all active members for the upkeep of the Association. All members who attend the annual meeting of the Association, and each member of his family over twelve years of age, who attend the annual meeting, by virtue of the members' connection with the Association, will also be required to pay a convention fee of $5.00 at the time of the annual meeting. This fee must be paid before a card entitling you to the courtesies so generously extended will be issued.

We want every publisher, editor, author, writer to become a member of the National Editorial Association and we want you especially to participate in our meeting and enjoy the many special privileges extended members of our party.

First, make a note of the date of this meeting, and be on hand, June 19th to 21st, 1916.

Note Chicago Special leaves Dearborn Station, June 16th, 10 P. M. Do not miss connections.

Kansas City Special, 10 P. M., June 15th, St. Louis, 9:00 A. M., June 16th.

Make your reservation at once, giving number in your party, what you want, and enclose check. See sleeping car rates.

Write McAlpin Hotel, New York City, for your accommodations. Tell them what you want. See rates elsewhere.

If you intend going to Philadelphia, make your hotel reservations early and direct. See hotels elsewhere.

If you plan to visit Boston, write the secretary at once.

Don't forget to remit your dues.

If you are not a member, send $2.00 and become one.

If there is anything in this announcement not clear to you, don't hesitate to write the secretary.

GEORGE SCHLOSSER, Secretary,
National Editorial Association,
Sioux Falls, S. D.

April 5th, 1916.

INTERTYPE'S FACTORY IS A MODEL OF EFFICIENCY

Automatic Machinery Fashions the Heaviest and Most Delicate Parts of the Typesetting Machine That Attracts so Much Attention Among Printers and Publishers

By William Maurice, in "The Publishers' Guide," New York City.

SITUATED on the East River, at the foot of Montague street, Brooklyn, the Intertype Corporation's factory possesses unexcelled shipping facilities, for with tracks at its doors and docks across the street, it is in a position to load machines into cars for transportation to any place in North America, or send them to points across the sea. The view from the windows of the general offices commands the entire upper harbor of New York, as well as that lofty skyline of masonry which is the wonder of all visitors to the metropolis and which New Yorkers themselves scarcely notice.

The Intertype Building and Employees

Entering the factory through the shipping department one finds all modern facilities for rapid handling of shipments, including a trolley hoist which picks up a two-ton machine as though it were a suitcase and whisks it out from the factory floor to a waiting motor truck. Next to the shipping department is a large stock room in which are stored, in carefully lettered bins and drawers, all kinds of parts and supplies for both Intertype and Linotype machines, from star wheels and copy hooks to bases and columns. This division is in very close touch with the shipping department, so that there is no delay in the filling of supply orders, and even those orders which come in only a few minutes before the closing hour can be hustled together and turned over to the shipping department for delivery the same day.

At one end of the stock room is a large space, particularly well lighted, which is devoted to inspection work exclusively. Here all parts must pass careful scrutiny by experts before being placed in stock. The equipment of this room is very complete, and includes not only the usual standard gauges but also a large number of special gauges of great value.

Two other departments occupy this floor of the factory—the heavy machinery department and the assembly room. The former department is in two divisions, in each of which there are long rows of heavy milling and other machinery, all constantly grinding out, with absolute precision and at great speed, the heavier parts which go to make up a line-casting machine. Some of the work done on the larger of these machines is far too heavy to be handled without the assistance of special machinery, and for such machines there are provided ingenious hoists which handle the heavy parts for the workmen.

The assemblying room is one of the most important parts of the whole factory organization. Nearly all of the workmen in this room are highly skilled mechanics of long experience in the building and care of typesetting machines. Each machine is put in the hands of a single mechanic, and he constructs it from the base up and is held responsible for it. When this mechanic has the machine ready for operation, an inspector goes over it in every detail and passes on all of the work which has gone before. After any necessary corrections or adjustments have been made the machine is turned over to a skilled operator, who runs matrices of various sizes into the magazine and gives the machine a final test on actual composition. After this operation, the completed Intertype is rolled out to the shipping department for packing.

The second floor of the factory contains the tool room, the grinding department, multiple drilling machines, the magazine department, automatic screw-making and gear-cutting machines, and the lighter milling machines. The tool room has the reputation as being one of the finest in the country. There is no attainable degree of precision which cannot be reached by the equipment and mechanics in this room. The grinding department, too, is particularly well equipped, and its output for molds and liners for Linotypes and Intertypes, trimming knives, etc., is very large.

The automatic screw machines, turret lathes, and similar automatic machinery, are all specially designed for large production at minimum cost. Some of the machinery is almost as ingenious as the typesetting machine which it helps to produce. A rough casting placed in one machine and left without attention for some time comes out a perfectly finished gear wheel. A long bar of steel feeds into one end of another machine, and finished screws, dowel pins or other small parts drop out of the machine with astonishing rapidity.

Passing through this maze of humming machinery, all of which has the appearance of being well kept and expertly handled, the visitor is escorted to an elevator near the end of the room and taken to the floor above.

Upon entering this room a new deluge of sound envelopes one—deep growling sounds, a sharp rapid clatter, and a pervading and constant humming, which is the mingling of scores of light manufacturing machines. This is the Intertype matrix department. At one end of the department there is a dark room where type and other matrices to be reproduced are projected upon a screen for copying. Then there is a drawing room where the letters are very carefully outlined in magnified size. These large drawings are then reproduced, in reduced size, in brass patterns, which in turn are used for cutting the steel punches employed in punching characters in the matrices.

While the steel punches are thus being provided in one department, the brass blanks from which the matrices are manufactured are being stamped out by heavy machinery in another room. The brass is fed into the blanking machine in long strips, and the blanks, shaped very roughly like a matrix, drop into a box and are carried into a trimming machine. Then begins a series of more than fifty distinct operations which are necessary to complete the matrix. Some of the machines used are ingeniously automatic, requiring only the feeding in of the unfinished pieces and carrying away of the finished work. For example, there is one machine which in one operation and at the rate of several matrices per second cuts not only the font slot and face lines which appear on all matrices, but also digs out the slot in which the character is punched.

When the matrices are finally ready to have the characters punched in them, they are taken to the matrix punching machines, the punches are adjusted, and a sample punching is made. The matrix is then placed in a projectoscope and an outline of the character is thrown upon a screen. The letter is enlarged many times, and a slightest error in alignment or side bearing is magnified so greatly that there is no possible chance of overlooking it. The screen of the projectoscope is so marked that it shows just how much to adjust the punching machine in order to eliminate any errors.

After going through the punching machines the matrices are passed along to various finishing departments, until they finally reach the matrix stock room, where they are stored until needed to fill either font or sorts orders. There is a very comprehensive system of inspection, whereby the matrices are not only inspected for several of the detail operations, but are also given a careful general inspection before being put in stock and a final inspection immediately before shipment.

The Assembling Department

On the third floor is also located the Intertype spaceband department, which is fully equipped and capable of producing an enormous number of these vital parts of line-casting machines. The balance of the floor is devoted to the factory drawing room and a well arranged and equipped printing department. The latter department handles not only all of the factory forms and office stationery required by the entire organization, but in addition prints a considerable amount of advertising literature and such difficult work as parts catalogs and specimen books.

The Intertype factory building is constructed of reenforced concrete, is fireproof throughout, and is modern in every respect. The main building contains about 100,000 square feet of floor space. In addition to this there is another building, wherein are located an extensive carpenter shop, store rooms for steel and castings, a pattern making room, and several other departments. The entire factory is in charge of Wilbur S. Scudder, one of the pioneers in typesetting machine field and a trained factory executive. In addition to being general superintendent, Mr. Scudder is also the company's chief patent expert. He has a well developed experimental department, in charge of T. S. Homans, the well known inventor and designer of typesetting machines and improvements.

The International Typesetting Machine Company which the Intertype Corporation succeeds, was organized in November, 1911, by the late Herman Ridder, of the New York Staats-Zeitung. The company had an authorized capital stock of $4,000,000. A number of typesetting machine experts were attracted to the new organization, and a line-casting machine of considerable merit, called the Intertype, was designed and put on the market. The machine was remarkably successful, from the start. Among the early purchasers were some of the leading newspapers of the country, including the New York World, New York Times, Buffalo Express, Cleveland Leader-News, and Detroit Free Press. It is interesting to note that of the first fifty Intertypes put on the market, not one failed in any way to meet all requirements. This fact was duly celebrated by the publication of a booklet containing letters of indorsements from every one of the purchasers of the company's first fifty machines.

In other respects the company was not successful, however, and on December 16, 1914, Erskine Hewitt, of New York, was appointed receiver, at the request of both creditors and stockholders. During Mr. Hewitt's receivership the business was continued as usual, nearly 400 machines being sold while the company was under his management and that of his associate, Captain Charles D. Palmer.

The new Intertype Corporation has an authorized capital stock of $5,500,000—$1,500,000 first preferred $1,000,000 second preferred, and $3,000,000 common. Of this, $1,000,000 first preferred, the $1,000,000 second preferred, and about $2,400,000 common, will be issued immediately. The corporation is provided with $1,000,000 cash capital, and begins its career free from bonded and unsecured indebtedness.

Captain Charles D. Palmer, formerly one of the senior officials of the International Banking Corporation, is the president of the new company. Captain Palmer is a business man of wide experience and unbounded energy. During the past fourteen months, while associating with the receiver in managing the defunct company's affairs, he has become thoroughly acquainted with the typesetting machine business and has built up an unsurpassed technical organization.

Captain Palmer was born in Atwater, Ohio, in 1864. He spent his boyhood in Council Bluffs, Iowa; started in business at the age of 15, as collection clerk in a bank; and advanced until at the end of four years he became acting cashier. He then left council Bluffs to enter West Point. After being graduated from that institution in 1888, he served in several artillery regiments, was transferred to the staff, and served in various parts of the United States and in the Philippine Islands. He spent four years as an instructor in higher mathematics at West Point. At the end of the Spanish-American war Captain Palmer resigned from the service and became associated with the International Banking Corporation. It was through his connection with this institution, which had made advances to the Internatonal Typesetting Machine Company, that he became interested in the Intertype, in the summer of 1914.

A Corner of the Tool Room in the Big Intertype Factory

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INTERTYPE EXHIBIT AT WALDORF ASTORIA

During the annual meetings of the Associated Press and American Newspaper Publishers' Association held in the Waldorf-Astoria Hotel, New York, last month, the Intertype Corporation conducted an interesting exhibition of its machines and improvements in one of the finest rooms of that famous hostelry. Three standardized Intertypes were shown in operation—Model A, the single magazine machine; Model B, with two magazines; and Model C, a new Intertype carrying three quick change magazines.

The keynote of the exhibit was simplicity of design and construction, and the feature of greatest interest, aside from the new Model C, was the corporation's new standardization plan. This idea, conceived and executed by Wilbur S. Scudder, one of the pioneers of the art and at present superintendent of the Intertype factory, and T. S. Homans, chief designer, appealed strongly to all classes of machine users and was recognized as the beginning of a new era in composing machine manufacture. In brief, the new construction makes all Intertype models perfectly interchangeable. The only essential difference between the A, B, and C, is in the magazine frames, and these frames are interchangeable on all models. This means that if a printer buys a single or two magazine Intertype today and in a year, or five or ten years, decides that he needs a three magazine machine, it will only be necssary for him to buy the three magazine frame, at moderate cost, and apply it to his single magazine model. The result will be an absolutely standard three magazine Intertype. Likewise the single magazine Intertype can be changed to a standard two magazine machine. So convincing were the merits of this plan of construction that several sales of various models were closed on the spot, and at the end of the exhibition the company announced the sale during the week of twenty-three machines of the standardizd type, bringing its total sales for the month of April up to sixty-nine.

In an "Alcove of Comparison" were shown a number of Intertype improvements side by side with the corresponding parts of other manufacture. A striking feature was the Intertype's new screw bearing knife block, a strong and absolutely accurate device recently invented by Mr. Homans. The Intertype universal ejector, with solid blades for all measures, attracted much attention, as did also the simplified spaceband box, escapement mechanism, and melting pot. There was an interesting demonstration of the new Wicker electric pot, which was used on all of the machines in the exhibit. To show the remarkable sensitiveness of the automatic heat control on this pot, its governor was placed near three ordinary electric light bulbs, the heat from the bulbs being sufficient to actuate the controlling mechanism.

Postal cards bearing endorsements of the Intertype from 261 users who purchased their machines during the early months of its existence were strikingly displayed in one corner of the room, and several exhibits designed to bring out the good qualities of Intertype matrices were well received by the visiting printers and publishers.

* * *

A PRETTY NOSEGAY

Mr. Benjamin B. Herbert, Chicago.

My dear Mr. Herbert:—I want to lay at your feet a little flower of appreciation of the great work you have accomplished throughout your busy, eventful life, devoted largely to the interests of the journalists of America.

I have attended a number of the meetings of the National Editorial Association during the past twenty years, and at each of them your personality and sturdy manhood stood out stronger and in greater contrast than that of any other individual within the reach of my memory. The inspiration given by you at these meetings to us younger men in the profession has been of great value to me, and I am sure that thousands of others have been benefitted by your enthusiasm and stimulating influence.

The profession of journalism has been brought to a higher standard because of your teachings and labors in its behalf. The greater influence for good consequently exerted by the press of the country has had its elevating effect upon our civilization to a degree beyond comprehension. The world is better because you have lived in it.

It is not given to many men to exceed three score and ten years. Your life is a refutation of the statement occasionally heard that "the good die young." It must be a source of great inspiration and an incentive for emulation to many other men.

I hope you will live many more years in the enjoyment of life and under God's richest blessing.

With kindest regards, I remain,

Sincerely yours,
DIETRICK LAMADE.

ILLINOIS PUBLISHERS TALK SHOP

Over a hundred Illinois newspapermen met in convention at Chicago May 3, 4, and 5 and held a very profitable meeting. The sessions were characterized by lively discussions upon practical themes.

They declined an invitation to visit the mail-order house of Sears, Roebuck & Company. Major John T. Gallbraith of the Carbondale Free Press was supported unanimously when presenting the following resolution:

"Whereas, We, as newspaper men, owe it to the communities in which we live to discourage anything which tends to pull down our community life; therefore be it

"Resolved, That the Illinois Press Association decline this invitation, believing as it does that the mail order business as a class is the greatest enemy of country newspapers."

The President's annual address by Col. Wm. Dustin, of Dwight, won deserved praise as did also those by Hon. H. S. Magill, Jr., of Springfield, and Miss Elsie B. Sutton of Ivesdale.

Harrison B. Riley, president of the Chicago Title and Trust Company, presented a plea for tax reform.

Walter J. Raymer, vice president of the Association of Commerce, spoke of the building of a "Town Hall of the Nation." He told the editors that Chicago will go to Springfield next January asking for an amendment to the cities and villages act that will permit the city to build and operate a convention hall that will seat 30,000 persons.

New officers of the Press Association elected as follows: President, W. B. Davis; Mount Sterling Message-Democrat; first vice-president, H. B. T. Bailey, Princeton Republican; second vice-president, Miss Elsie Sutton, Ivesdale News; third vice-president, Paul R. Goddard; Secretary, J. M. Sheets, Oblong Oracle, re-elected; treasurer, Hugh R. Marshall, Yorkville.

Mr. E. A. Snively was re-elected as the Legislative Committeeman.

The following delegates were elected: Charles Bradshaw, Carrolton, Ill.; G. W. Hughes, Clinton, Ill.; W. J. Smith, Waukegan, Ill.; C. H. Hemington, Palo, Ill.; E. H. Childress, Fairfield, Ill.

Provision was made for sending 10 delegates, the remaining five to be validated by the newly chosen President and Secretary.

UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA NEWS NOTES

Mr. W. C. Parsons, formerly Field Representative of the United Typothetae and Franklin Clubs of America, has accepted the Secretaryship of the Atlanta Typothetae. He is a man of wide experience in organization work, and one who realizes the needs of the printer. The Atlanta organization is to be congratulated upon securing so able a secretary.

Mr. W. Van Hinkle, Assistant Secretary of the United Typothetae and Franklin Clubs of America, recently visited Kansas City, St. Joseph, Wichita, Oklahoma City and Guthrie in the interest of organization work, and as a result, several new members have been added to the organization.

Mr. Henry L. Bullen, Librarian of the American Type Founders, Jersey City, honored the National Office of the United Typothetae and Franklin Clubs of America with a visit, during his stay in Chicago, about the first of April.

The Cost Committee of the United Typothetae and Franklin Clubs of America, at a meeting held at the National Office, on April 12th and 13th, discussed plans for advancing further activities of the Standard Cost System. The meeting was attended by Chairman J. A. Morgan and Messrs. Frederick Alfred, Robert N. Fell, D. F. Whitehead, A. M. Glossbrenner and N. W. J. Meyer.

The Executive Council, United Typothetae and Franklin Clubs of America, at its quarterly meeting held at National Headquarters on April 14th and 15th, was attended by President A. W. Finlay, First Vice-President and Chairman C. D. Traphagen, Treasurer A. E. Southworth, and Messrs. B. P. Moulton, E. Lawrence Fell, Wm. Green and Wm. Pfaff. At this meeting the Tague Bill was endorsed. A resolution was adopted for the National Organization to join the National Conference Board on Safety and Sanitation. The National Convention will be held at the Traymore Hotel, Atlantic City, on September 12th, 13th and 14th.

At the April Conference of the Executive Council, United Typothetae and Franklin Clubs of America, the Tague Bill was endorsed. All printers are requested to write their representatives at Washington, urging the passage of this bill. Secretaries of all local printers' organizations are also requested to interest the Chamber of Commerce in their city with a view of getting them to endorse the bill.

Mr. Harry S. Stuff, Western Representative of the United Typothetae and Franklin Clubs of America, who has been extending organization work into the southern part of California, has rejuvenated the San Diego Typothetae. Ten new members have been added to this organization, and a program of activities planned, that will greatly benefit the printers in that section.

Members of the United Typothetae and Franklin Clubs of America are urged to send their 1915 Statement of Cost of Production to National Headquarters, as early as possible.

There is an enormous amount of detail work connected with the compiling of these statistics, for each item of every department upon the statements furnished by the several hundred printers, must be treated from an analytical standpoint.

Prompt action, in sending in the 1915 statement, will be greatly appreciated by the Cost Committee of the National Organization.

The April issue of the United Typothetae and Franklin Clubs of America BULLETIN contains a number of interesting articles relative to the activities of the National Organization.

From the number of orders for extra copies of the United Typothetae and Franklin Clubs of America Standard Price List, received at National Headquarters, during the past month, indications point to the fact that many printing offices are realizing the necessity of this book in the hands of their salesmen as a reference work. The Standard Price List is the only standard book on printing prices.

* * *

A VALUABLE SERVICE

Indicative of the work of the Service Bureau of the United Typothetae and Franklin Clubs of America and its ability to meet the demands of its members, a paragraph is quoted from a letter characteristic of many received at the office of that organization: "You folks up there in Chicago give away information of value and other things, worth much, with such evident pleasure that we shall continue to ask for them just as rapidly as they occur to us."

The printer, a member of the United Typothetae and Franklin Clubs of America, had a problem confronting him and desired outside counsel and because he took advantage of his membership by communicating with the Service Bureau, a solution was easily reached, and one that really met his individual requirements.

There undoubtedly are hundreds of other printers having perplexing questions and problems, and who fully realize that a knowledge of the experiences of other printers would be of tremendous value in deriving solutions and determining action. To collect these results is, however, a task, and seeing no other way out of it, immediate conclusions are drawn, only to find at a later date the decision unwise.

On the other hand, if these printers had become members of the United Typothetae and Franklin Clubs of America, and placed before the Service Bureau their problems, they would have obtained assistance and just such information as their particular requirements demanded.

There are twelve departments maintained in the Service Bureau, all designed to take care of every feature of activity in printing, from the sale of the product. to its manufacture and delivery. Because several members are prone to send unsolicited and commendatory letters to the National Offices in behalf of assistance they receive, it behooves every printer not a member to communicate with the Secretary, 550 Transportation Building, Chicago, in order to learn more about this valuable service.

* * *

John Mahin, now in his 84th year, living at 3948 Pine Grove Avenue, Chicago, edited the Muscatine (Iowa) Journal for fifty years. His son, John Lee Mahin, is a general advertising agent at 33 West 42nd St., New York.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

SPECIAL ISSUE OF NEWSPAPER BY LINOTYPE

In connection with the recent convention of the American Newspaper Publishers Assn. in New York City the Mergenthaler Linotype Company issued a special newspaper "The Lines O' Type News" which proved to be especially attractive and interesting to those who attended the great convention.

On the first page were portraits of the officers of the Association, arranged in an attractive manner and many articles of historical interest were presented. One of the most instructive was the one "The Thirtieth Birthday of the Linotype Newspaper and of the Association."

The articles are all written in a breezy style and hold the attention of the reader throughout. The sprightliness of the composition may be imagined from a perusal of the following, captioned "The Beautiful Hussy."

A Hurry-Up Opera With Terribly Quick Action.
(Specially written for the A. N. P. A.)

Scene: Waldorf-Astoria. Background of handsome publishers. Enter from opposite sides "Ancient Advertisement" and "Modern Advertisement."

Ancient Advertisement, starting back:
Good Heavens! What a hussy!
The way that she is dressed!
I used to be contented
With a wood-cut on my chest.
Modern Advertisement:
I'm a proper, modern lady
Who on nobody depends;
No reading notice shady
Do I count among my friends.
If I greet the advertiser
With a face that's sweet to see,
It merely proves I'm wiser
Than our daddies used to be.
Advertising Manager:
Once advertisers did appear
Of me to have a little fear.
But since I wed this maiden sweet
No more I walk on pussy feet,
For now most everybody knows
That buyers follow where she goes.
Anonymous voice behind scenes:
For a first-class beauty parlor
Look up Ottmar Mergenthaler.

Much of the other matter presented in this special edition is well worth reprinting. The last page of this unique publication consists of linotype work in various language—Greek, Arabic, Armenian, Russian, and German. The translation of the articles is given on page 2. By a comparison of the words, a translation is more or less easily effected by one who has the patience and time. A neatly arranged advertisement with the display head, "Building the Tower of Babel" calls attention to the growth of the Linotype abilities and gives a list of thirty-three languages in which the linotype is now to be found to be so useful in conveying intelligence. The effort was certainly worth while and the Lintype Company no doubt has derived great tangible benefit from the pains and expense that must have been necessary to produce so splendid a result.

AN INSTRUCTIVE CIRCULAR

The Globe Engraving & Electrotype Co. of Chicago has issued a very instructive circular which reproduces sample headings printed from electros taken from a wax engraving. The effect of this exhibition of artistry is to cause admiration and produces the desire to go out and sell these specially designed letter heads, that imitate the lithographic effect in a surprisingly successful way. Specimens of high-grade half-tones are also shown with the following suggestions:

"It should be understood that photographs—so thoroughly good that they cannot be improved—are very rare indeed.

"The intent of the sample halftones here shown is to demonstrate the improvement that can be made in the copy—and the fineness, texture, detail and contrast that will result in the halftone plates when photographs are retouched, or wash drawings are made.

"We have an art department wherein we retouch photographs and produce drawings of every discription and for every purpose."

ADVANCE IN PRICE OF STANDARD HIGH-SPEED AUTOMATIC JOB PRESSES

On account of the increased cost of labor and material, Wood & Nathan Company announce that the price of the Standard High-Speed Automatic Job Press will be advanced to $1,950, to take effect on June 1, 1916. A further advance at a later date may be necessary.

Barnhardt Brothers & Spindler, Chicago Type Founders with their characteristic enterprise have just issued some timely cuts. They are entirely new serious and comic illustrations of America's two great sports and pastime, golf and baseball. They illustrate every feature, attitude and implement of the games and will be valuable in writeup of contests of the coming six months.

Inventories of printing plants should everywhere be revised as the cost of materials and machinery have advanced greatly in every department. A plant is now worth more money than ever before.

Owing to the rapidity of price increase manufacturers are unable to quote permanent prices, therefore wise printers will order NOW such machinery as they are likely to need later.

Barnhardt Brothers & Spindler report that their houses in various parts of the country unanimously tell increased business and a steady gratifying demand for printers' supplies and machinery. Several of the houses report the largest March business on record; the big foundry and the retail house in Chicago have been running at full capacity. The printing trade speak cheerfully of the prospect for the coming year. The wheels of the sixth industry in the United States are now turning briskly and cheerily.

Fifty-four applications for membersip were received at National Headquarters, United Typothetae and Franklin Clubs of America, during the month of March.

A Really Useful Book for Journalists

"Newspaper Editing"

THIS volume is a text-book on journalism for the assistance of young newspaper workers who are learning the technique of their craft and for use in classes in editing and headline-writing in schools of journalism. It deals with "desk work," that is, the handling of copy prepared by reporters, and no attempt is made to establish rules, but rather to indicate the problems and methods common to desk work and to suggest ways of developing technique. The book is arranged in three parts: the first of which is concerned with the technique and problems of desk work; the second, a discussion of processes and the knowledge of the mechanical part of newspaper-making that the desk should possess; the third, a digest of useful information on newspaper and printing history and vocabulary of the craft. There are practical chapters on copy-reading, headline-writing, proof-reading, newspaper make-up, syndicate and association material, rewrite and follow stories, constructive journalism, typography, printing processes, the work of the small editor, etc. Every phase of the subject is discussed in detail with a view to its helpfulness and practical bearing upon the work of the novice in journalism. —By GRANT MILNOR HYDE, Instructor in Journalism, University of Wisconsin.

National Printer-Journalist

4620 Ravenswood Avenue, Chicago.

Newspaper Reporting and Correspondence

By Grant Milnor Hyde,

Instructor in Journalism in the University of Wisconsin

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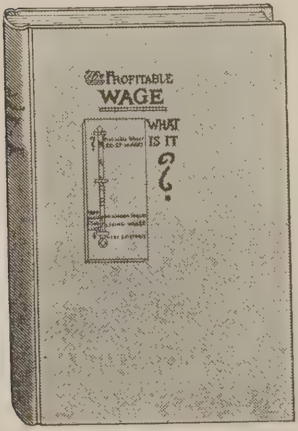

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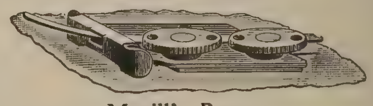

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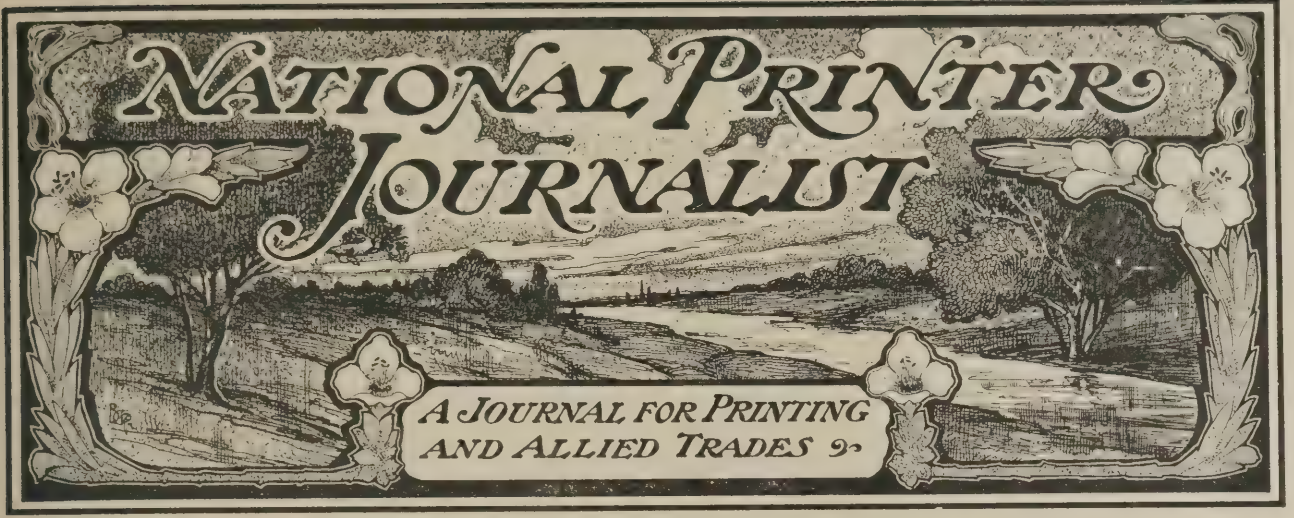
NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, JUNE, 1916 NUMBER SIX

Paper Maker Tells Why Prices Are High

Address Made at the Annual Meeting of the Technical Publicity Association by Mr. Roger D. Smith of the Firm of S. D. Warren & Co., Paper Manufacturers, Boston, Mass.

THE War, of course, is ultimately responsible for the condition in which we find ourselves at the present time and bears upon the manufacturer of paper from three principal angles.

First.—The suspension or curtailment of importation from Europe of raw materials heretofore depended upon by the paper mills, such as rags, pulps, colors, clay, casein, etc.

Second.—Through diversion into the manufacture of munitions of certain raw materials supplied in the United States and used generally by the paper mills, such as rags, bleach and other chemicals.

Third.—Through a world-wide demand for paper from the United States; i. e., the United States is practically the only country in the world today in position to make paper in any large quantity and it is estimated that not more than 10 per cent of the export demand is being satisfied.

Fundamentally these are the three principal reasons for the present paper market. Incidentally there are a thousand-and-one reasons for advancement in the price of paper, as for instance general business stimulation. the uncertainty of international relations, the high cost of ocean freight, marine insurance, foreign insurance, foreign export war duties, scarcity of materials to meet the present demand for paper production and last, and not by any means least, the general stampede of paper buyers to secure in thirty to ninety days requirements as far ahead as into 1917. I do not believe that the normal healthy business increase is responsible for more than 30 to 40% of the present extraordinary demand for paper. Being representative buyers of paper it would seem as though the members of this Association were the ones to tell us something about the future demand. It does not appear that the printers of the country are extraordinarily busy; in fact the reverse, so far as we can learn, is the real fact, with possibly local exceptions.

I have had two men in the field this week—one in the West and the other in the East—trying to discover just what you buyers of papers are trying to do to the paper mills.

With more money in this country than perhaps ever before in its history and with industries stimulated by war; first in the matter of munitions and latterly right down the line of all the necessary articles—food, clothes, and so on—there has been a revival of business confidence which has been lacking during the past two or three years and the public has obviously begun to spend the money.

It is also likely that in the paper business particularly, advertisers, who consume a very large percentage of all papers and who during the past two or three years have either curtailed or entirely eliminated their direct-by-mail publicity, are now buying freely, not only for the purpose of securing business from domestic markets but with a view to acquiring prestige for their goods in foreign markets now and after the world is again at peace. In addition to this normal and healthy buying of paper under the particular circumstances, the buyers have been stampeded into anticipated and unnecessary purchases, as indicated above, and until your buying power is exhausted there would seem to be no reason for a reduction in prices. The magazines also, because of increased advertising pages and general business stimulation, have materially increased their consumption of paper.

With the actual shortage of raw materials, with an unsatisfactory export demand of such dimensions as to absorb a very large percentage of the paper produced, and with the abnormal domestic demand, there is at the moment an actual famine in paper. The law of supply and demand is almost inevitable.

The first relief in sight appears to be the slackening of the domestic demand, which we feel has been very much overdone and, personally, I have been expecting evidence of this for the last thirty days. I am confident in saying to you tonight that there is now a distinct lull as compared with the mad rush of the past few weeks. Whether this is due to your wants being satisfied or whether prices have reached heights which naturally curtail the consumption of paper, is something that you are better able to answer than we.

With a lessened domestic demand the paper mills will naturally turn to the export trade, but here would appear to be definite block, as it is inconceivable, with a scarcity of ships, that space can be obtained for any large tonnage of paper in face of the foreign demand for munitions and other necessities, warranting higher freight rates.

Up to the present time there has undoubtedly been a larger production of paper in this country than ever before in its history. Just how long this volume of paper could be produced under present conditions and assuming that the demand continues, it is absolutely impossible to say.

The prices for certain raw materials, so far as these materials have to be purchased, are approximately what you have seen published. It is a fact that certain of the mills are short of raw materials and are obliged to buy a percentage of their requirements in the open market.

Railroad embargoes make it almost impossible to tell whether even goods that are contracted for and shipped will be received in time to prevent shut-downs. Many of the mills are continually on the "anxious seat" in this connection and scarcely know from one day to the next just what to expect.

Just what the future is going to bring is any man's guess and about everybody is guessing, but I feel, so far as the paper industry is concerned, that the situation would be very much relieved if you buyers of paper would calmly consider the whole matter and order only your immediate requirements. There is no question but that every mill is standing a very much higher cost per pound of paper manufactured than during normal times, but over-buying will not tend to lower prices.

While I believe that the present prices for paper are abnormally high and could only be justified by the present conditions, I should not want to feel that they are ever going back to the previous low scale. It will be a long time before raw materials recede to previous levels, if ever. The cost of labor is advancing in every direction and it appears that all the paper mills will shortly be working under three shifts of 8 hours each instead of two shifts of 12 hours each, as has been the practice in the past. This feature alone will, of necessity, increase materially the cost of production. Also the export demand will undoubtedly continue for several years after peace is declared and will be an important factor in the adjustment of paper values.

So far as the performance and attitude of the paper mills is concerned during this crisis, I can only speak from the standpoint of S. D. Warren & Co.

Our policy, as you know, is the manufacture of Standard Dependable Papers at standard prices, which precludes the possibility of price fluctuation up or down in accordance with any particular market.

Our selling schedule is based entirely upon our cost of manufacture and not upon what the public might pay under abnormal conditions.

The standardization of a paper product from the finest coated book down to machine finish is a little out of the ordinary in the paper business, but it is an old story with the members of this Association, who have been conducting national campaigns in connection with standized products of every variety. We have felt, as I know you feel, that connected with our effort to secure the public demand for WARRENS STANDARD PAPERS is a definite obligation to that public; first, to deliver good value at all times and second, to protect our product and our trade, so far as is possible, against just such abnormal conditions as we are now passing through. Up to the present time we have proceeded in accordance with this policy and if our prices appear to be low, compared with those of other mills, it is not because it has been our intention to take any unusual position, but because we have merely adhered to the policy we have established for the conduct of our business.

If, after business becomes more nomal and competition again reigns, the policy of S. D. Warren & Co. during this crisis appears to have been forgotten, we will have to take our compensation from the satisfaction that comes through having demonstrated our ability, certainly up to the present time, to carry out this merchandising policy in the face of extraordinary conditions.

* * *

GREAT AUTHORITY ON TYPOGRAPHIC ART OFFERS WORDS OF ADVICE AND WISE COUNSEL TO THE CRAFT

Mr. Henry Bullen, Librarian American Typographic Library, Gives Searching Analysis of the 6th Industry and Proposes Improvements

(Continued from May Number)

That precisely the same results will follow in this country, of printers will assert themselves in a like manner, is proved conspicuously in the career of De Vinne. He amassed and held a large fortune made in printing. The American reading public came to know him as an authority on printing; universities conferred degrees on him; his reputation was so high that for many years he declined to make positive prices in advance. People deemed it an honor to have De Vinne's imprint on their work, just as in another business the name of Tiffany enhances the intrinsic value of jewelry. When one buys in Tiffany's, one does not dare to bargain. The Tiffany reputation silences the cheapener. Such is the value of a widespread public reputation; such was the position of De Vinne.

I believe that if the printing industry in America had a dozen master printers as loyal to printing as De Vinne was, and as appreciative of its grand history and its literature and its unequalled influence in this world's affairs, those twelve would do as much to improve the profits of printing as all the cost congresses.

A widespread, favorable reputation benefits an individual by enhancing the value of his work. A widespread, favorable reputation benefits an industry as is proven by the better profits printers get in France and Germany. De Vinne was conspicuous in printers' associations, but the reputation gained there did not help him in business. The public learned from De Vinne's writings what an interesting history printing had; what printers had done; what a fine art there was in printing; and when they were informed that the writer was a master printer, they associated him and his work with the achievements he had written about. They had faith because he had faith. They had learned something useful, and they were delighted to pay well for printing done by an authority on printing.

We cannot all be De Vinnes, but it is possible for us collectively to make a similar impression on the public. We can take our occupation as seriously as the architect takes his. When we celebrate the birthday of Franklin, we can make the occasions intellectually impressive, instead of washing the dirty linen of the business in public and disclosing the weaknesses of the industry.

Until a hundred years ago printers published as well as printed nearly all the books; they edited and owned as well as printed all the newspapers; they were above the average in education; they were on a par in the community with the clergymen, lawyers, doctors and other professionals. They made profits which are astonishing when we consider the meagerness of their mechanical equipments—their wills prove this. Well, the printers lost the publishing business, they lost control of the newspapers—which represented the "phat" of the business—all because they didn't measure up to their jobs.

The printers have now another opportunity. The public is waking up to the tremendous possibilities of printed salesmanship. Shall the honors and principal profits of this rapidly expanding profession of advertising be held by the printers, or shall they give up the "phat" to men of better education who will make the printers their subordinates?

* * *

But I have a text: "Why Printing Should be More Profitable?"

As I proceed, may I ask you to consider whether the facts about to be related are known to the public, and also, whether it would not increase the reputation of printing and printers if those facts were made known to the public.

The printer is entitled to good profits because no other article in general use requires so large and expensive an equipment for its production as a piece of printing.

Here is an illustrated catalogue which cost a manufacturer (let us say) five cents a copy. He bought 15,000 of them at a cost of $750. He gets the bill, and holding in his hand this little pamphlet, he says, "Great Scott, $750 for this! The printer must be getting rich too fast." He doesn't fully realize that in the production of the $750 catalogue more ability and skill and a much greater investment in equipment were needed than in erecting a $750,000 theatre. The planner of the little catalogue ought to be a high-priced man, for he needs to know as much or more than an architect does of many kinds of materials and of several intricate processes of manufacture, as well as to possess a critical knowledge of art and color harmony. He utilized engraving equipments which collectively cost at least $2,500; composing room equipments costing $5,000 at least, counting only the items that were needed to expedite this catalogue; electrotype machinery costing at least $5,000; a printing press costing with its extras at least $3,000; a folding machine costing $600; a stitcher costing $200; a paper cutter costing $700. An investment of $17,000 to produce a $750 catlogue! At every stage from artist to engraver, compositors, electrotypers and pressmen, he employed artisans more highly paid than any others who are employed year in and year out. Every stage of the work was really a separate manufacturing process, requiring separate supervision, and the work was frequently subject to delays which the Angel Gabriel himself could not have foreseen. Such is the history of a little catalogue which reaches the public at the cost of five cents.

Here is a five-cent glass of beer, poured out of a brewery by processes almost automatic, which, dollar's worth for dollars's worth did not exceed 1 per cent of the effort or five per cent of the investment this little catalogue required. Here is a five-cent loaf of bread, how small the effort of brains and value of equipment! Here is a shoe factory and it's the same story; and a cotton factory and a woolen factory and a food factory—all are easier, require far less **intellectual** effort and less investment comparative to volume of output. These industries and many others are built up by constant and almost automatic repetitions of effort, while nearly every piece of printing requires special attention if not origination, and must be taken by the hand, step by step, from order clerk to the delivery wagon!

That is our business of printing! Will men submit to its exaction and give attention to its infinitude of detail who do not love it? If these facts were made known to the public, I think the reputation of printing would improve. I remember as a boy I read how a pin was made. I learned that it took ten men to make a pin, and to this day I cannot help having great respect for a pin, though I suppose it is now made automatically. Mr. Stone, of Roanake, Virginia, has the right idea. In his house organ he printed a list of 117 little-known articles used in his establishment in connection with printing. It impresses you with the belief that Stone's establishment has everything that any others might have and that printing is a complicated art and therefore worth a good price.

Next, I say, the printer is entitled to good profits because no other thing made by men affords so much value to the purchasers.

Do you, gentlemen, thoroughly understand and believe that statement? If any of you do not believe it you will not be so successful in the printing business as you might be. I know that it is inability to understand this fact that lies at the root of the constantly reiterated statement that there is no money in the printing business. What nonsense! It is the cry in every business—not enough profit. It is the cry among salaried men and wage earners—not enough pay. These are the cries of the incompetent. There is just as large a proportion of employers making moderate profits in printing as in any other industry, but because of the difficulties disclosed in the history of the five-cent catalogue, it requires a higher ability to make good profits in printing than in other industries.

What does the printer give to his customer for every dollar his customer pays to him? Broadly speaking, he gives an incalculable value. Here is a little circular. A printer sold 1,000 of these to a fishmonger who opened a store in a neighborhood to which he was a total stranger. With these circulars in as many envelopes he advertises his opening. So invited, a hundred persons come in the first week and buy $50 worth of fish. Surely the printing has paid for itself, but next week others accept the invitation, and also perhaps in the third week, and among all a sufficient number become regular customers. In what other way could the fishman have spent $10 so profitably? He will never exhaust the benefits that expenditure brought to him.

Printing in small and large enterprises is the greatest of all selling agencies. Here are our five-cent catalogues. They exhibit and describe an article made in a small town reached only by way-trains. They travel far and wide. Orders, secured at the minimum of effort and expense, come back, the factory hums, the goods are good, repeat orders follow, the factory is enlarged, it is dealing with hundreds of people who are friendly to it, yet who never saw it (except as the printer's pictures gave them a sight of it), and who never met and never expect to meet the owners. What other expenditures of $750 could begin to equal in value the long continuing influences and selling power of these catalogues?

This is true of all printing that circulates. True of tags, address labels, billheads, envelopes — they all advertise, and by study may be made to advertise with increase of power. The labels of canned, bottled and package goods have decisive selling value. Thousands of articles are made more salable by the art of the printer. One of the great perfumery concerns advertised a little while ago that as they couldn't improve their perfumes they had improved the labels. **They** knew what they were about; but did the printer of the labels realize the power of his product, or was it to him merely "paper, ink, design, presswork and cutting, useful and ornamental," and "thank heaven for a liberal customer, who might have got along just as well with something less expensive."

Here in Chicago are the most convincing proofs that printing is the premier in the cabinet of King Commerce and that the main highway to commercial prosperity passes through the printing offices. See the colossal businesses of Butler, Montgomery Ward and Sears-Roebuck, which are erected on printing used in its simplest and most direct form! Would it not pay the printers of Chicago to make a collective effort to convince all business men of the city that what these great concerns have achieved by means of printing, anyone having merchandise to sell may also achieve according to his courage and expenditures?

Judged by its achievements in the industrial world, printing should have a reputation greater than is accorded to any other thing made by man. Printing has a value not to be estimated by count or by weight. Printing is an influence, not merely a commodity. For these reasons the collective body of printers should command a place second to none in the industrial world.

How may we acquire a status in the community equal to that enjoyed by European printers?

Every printing office is a propaganda for its customers: why not occasionally make it a propaganda for printing? Those types and presses which day by day arouse public attention to all sorts of movements for the benefit of all sorts of causes—can we not use them to advance the printing industry to the forefront of public esteem?

Of course, we can, if we will resolve to make the reputation of printing in America

What is needed in each large city is collective action for collective benefit. Suppose the employing printers, platemakers and bookbinders of Chicago combined to circulate a small correctly printed book describing how catalogues are printed and the nature and extent of the equipment and the variety of materials used in making catalogues, and printed therein a list of each house that had contributed its share of the cost. Would that not be educational? Would that not create respect for printing? Would that not be good as well as inexpensive advertising?

Suppose the same large group hired space in the newspapers to tell the public day by day how printing had made many merchants and manufacturers wealthy, and that it was ready to do a like service to all who had the price—that would be good advertising.

Suppose the same large group published an organ which would magnify printing as an influence and educate the public in the history and achievements of printing—that would be good advertising.

Suppose the same large group organized exhibitions of their work, and went out into the highways and byways of commerce and compelled people to come and see how enterprising men were using printing profitably—that would be good advertising.

Yes, we have exhibitions of printing now, but strange to say they are attended only by printers and their brethren of the allied trades. I attended a fine exhibition in New York a few days ago, and at the opening exercises committees were created to bring together on one day the photo-engravers, on another the electrotypers, on another the paper dealers, on another the lithographers, on another the adsmiths—the writers—but nothing was proposed to be done to bring in the ultimate buyers of printing.

Suppose a series of illustrated lectures were prepared to be delivered by men who knew what they were talking about, in the public school lecture courses and before business associations — inspiring lectures, with striking pictures, calculated to arouse admiration for our art and increase the reputation of printing—that would be good advertising. And if at intervals orators of national prominence could be induced to deliver orations on the glory of printing, that would secure newspaper publicity, the best kind of advertising.

(To be continued in the July issue.)

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NECESSITY FOR A BROAD UNDERSTANDING OF ADVERTISING

"The annual conventions of the Associated Advertising Clubs of the World, which will be held in Philadelphia, June 25 to 30, ought to be of interest to every business man who has something to sell," says William Woodhead, former president of the Associated Advertising Clubs. "That is why these annual conventions are so broad; why they are, in fact, simply business conventions."

A good many business men have the impression these meetings are for the discussion of technical advertising problems—the little 2x4 things of advertising—but that is just what these meetings are not.

No good business man can afford to be without a thorough knowledge of advertising. No good advertising man, even if he devotes all his time to the advertising department—can become expert in his line without a big, broad knowledge of business in all of its phases.

Every business man is advertising all the time, whether he wants to advertise or not, He is giving people an impression of himself, his business and the goods he sells. There are ways to increase the good impression made. Every business man, whether he personally looks after his own advertising or not, needs such information.

The business men who attend these meetings want other business men to go because they all learn from each other and because we need, through coöperation, to make advertising and all phases of business more effective in the service of the people of this country. It has been with the hope of bringing about the greatest possible benefit through such an exchange of experiences and ideas that these annual meetings have always been open to non-members of advertising clubs. The non-member will find all sessions open to him on equal terms with members.—Binghamton (N. Y.) Press.

Newspaper Trade Press Alone Tells "What the Other Fellow Is Doing"

(From an address on "What the Other Fellow Is Doing" delivered by Frank Le Roy Blanchard, editor of The Editor and Publisher, at the Second Kansas Newspaper Conference, held at the University of Kansas May 3, 1916.)

MR. BLANCHARD'S address on the occasion above mentioned was prefaced by an interesting argument tending to prove that every newspaper is a factory product, and that there is a vast difference between the out-of-date editors of stage-coach days and the one who today utilizes the marvellous inventions of the last thirty-five years to produce the present-day journal. Condemning the newspaper producer who fails to utilize these wonderful aids the speaker said:

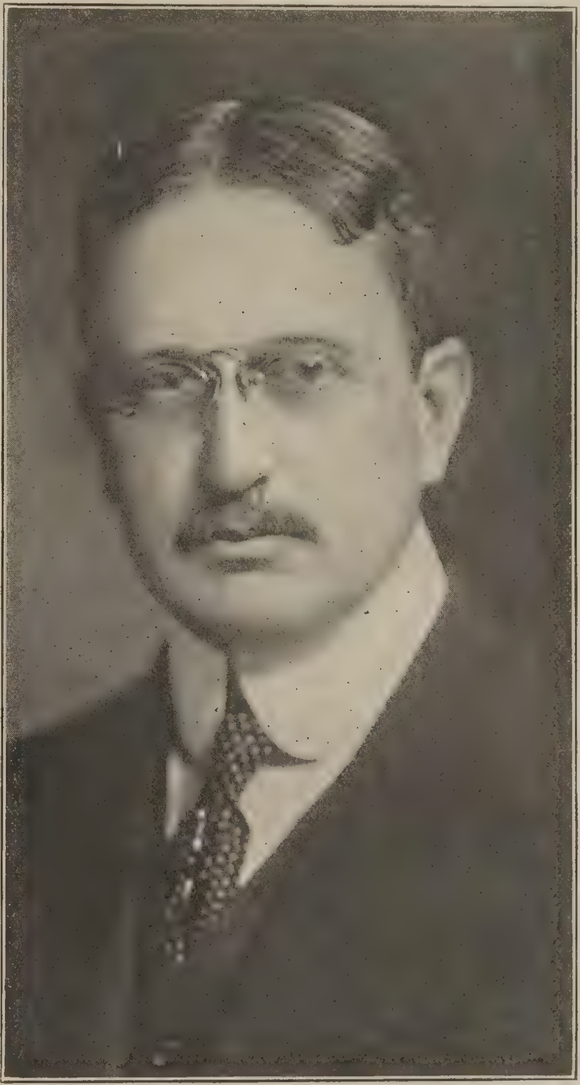
"It is quite apparent, you will admit, that the editor who is content to jog along in the same old way year after year, making no changes in his editorial, mechancial, or business departments is making no progress. He is not keeping abreast of the times. He is ignoring the experiences of other men who may be smarter or more inventive than himself, he is deliberately ignoring all the improvements that are being introduced to lessen labor and at the same time improve the product.

"The alert and progressive owner of a newspaper should be ever anxious to avail himself of all information that will assist him in his work. He is well aware that there are thousands of others, like himself, engaged in journalism, who are studying the same problems, and working out their solution. They are trying out new schemes for interesting their readers, for increasing their lists of subscribers, for enlarging the number of their advertisers, and for making their plants more economically productive. If he could get hold of this data he might apply some of it to his own business. He may find out a few things by attending the meetings of his State Editorial Association, but what of the material presented at the meetings of the forty-seven other State editorial associations? There is only one medium through which he he can obtain this and many other kinds of information concerning the business in which he is engaged, and that is the trade press.

Trade Journal Is Modern

"The trade or class journal is a distinctly modern institution. Only seventy years have passed since the first one, the Dry Goods Reporter and Commercial Glance, now known as the Dry Goods Economist, was established in 1846 in New York City, by William Burroughs, jr., and Robert Boyd, two enterprising journalists. In 1856, ten years later, there were only three business publications in existance, two of them devoted to real estate and the third being the dry-goods paper to which I have already referred. So slow was the growth of the trade press in those days that in the American Newspaper Directory of 1869 only twenty-five non-religious publications were registered.

"Following the Civil War, the revival of business that took place between 1870 and 1890 was accompanied by a rapid increase in the number of trade publications. The new journalism appealed to many newspaper workers, especially in the larger cities, because of the possibilities it offered for making money on a comparatively small capital—moreover it did not require much effort in those days. Merchants, manufacturers, workers at trades, and professional men, were so anxious to have papers established devoted to their several occupations that they would give encouragement to anybody who had the enterprise to start one.



Frank Le Roy Blanchard

Four Thousand Trade Papers

"Today it would be difficult to find a single occupation that is not represented by one or more publications. Ayers' Directory for 1916 enumerates over 4,000 of them. Two or three trade papers could not be purchased from their owners for a million dollars each. It is estimated that the publishers belonging to the New York Trade Press Association carried $3,000,000 worth of advertising in 1915. Some conception of the expense incurred in the management, and in gathering, editing, and commenting on the news, may be had from the fact that the Dry Goods Economist annually spends $80,000 for this purpose.

The trade journal had its origin in the premise that every business or profession should have a publication of its own—one that would protect its interests, fight its battles when need be, furnish the news of the field, and make suggestions of value. In due time, therefore, the iron industry had its Iron Age; engineering, its Engineering News; medicine, the American Journal of Medicine; the legal profession, the Law Journal; the railroads, the Railway Age, and manufacturers, the Manufacturers' Record.

"These and other publications that appeared in due course gave to the occupations they represented a cohesion, a union of spirit, and an individuality they have not had before. The information they furnished possessed a real commercial value."

The Newspaper Press

At this point Mr. Blanchard reviewed the history of the trade papers of journalism: The Editor and Publisher, of which he has been editor since 1901; the Journalist, which it absorbed; the National Printer-Journalist, Newspaperdom, the Fourth Estate and Publishers' Guide. After pleading for the support of all these papers he continued:

"A careful study of the trade papers devoted to journalism will convince the most skeptical editor that the work they are doing is of incalculable value not only to business itself, but to every man and woman connected with it. I have no hesitancy in saying that the trade press has done more to standardize the practice of journalism, and to bring editors and publishers together, than anything else.

"Let me enumerate for you some of the services the journalistic trade press is rendering right along. Perhaps the most important of all is its maintenance of the highest ideals of the profession—ideals that have been created by the master minds of journalism during the 300 years of its history. They may be modified or changed from one generation to another to meet new conditions as they arise, but in any event they have never been higher than they are in this year of our Lord 1916.

"If you will search through the pages of the representative trade papers you will not find a line that advocates the slightest departure from those principles of business or ethical conduct that are held essential to the achievement of the best in human attainment. If these publications did nothing else but this, they would be worthy of the support of every person deserving of the name of journalist.

Edited by Men Not Afraid

"As they are, with possibly one exception, owned by men who devote themselves exclusively to their production and who are not dominated by corporate or individual interests identified with the newspaper industry, they are in a position to render at all times honest and faithful service to the profession. Their editors are not afraid to attack unworthy or vicious practices even when to do so may mean the cancelling of large contracts or the incurring of the enmity of the rich owner of a string of daily newspapers.

"A second great service rendered by the trade press is the work it is doing in developing among the newspaper men of the country a unity of spirit and effort and a proper appreciation of the value of coöperation among themselves. Before we had our own trade press you could not get the papers to work together on any matter that related directly to their own business. Jealousies and rivalries prevented them from coöperating to accomplish results from which all would be benefitted. Editorial attacks upon each other were as common as weather reports. The most abusive language was used, not only in heated political campaigns when those of opposite political faith let loose strings of epithets that are usually heard only in barrooms of the lowest type, but also in ordinary peaceful times when there was absolutely no occasion or excuse for their use.

"To our trade press belongs the credit of bringing the newspaper editors to a realizing sense of their need of each other's assistance and good-will in working out the problems of newspaper publishing, and in achieving the ideals at which we are all aiming. It is my firm conviction that never have the makers of newspapers been as thoroughly united in one great powerful body as at present."

Here Mr. Blanchard told some things about the fight waged by the Editor and Publisher against the coupon evil and how, as a result, hundreds of papers have taken up the battle and have driven trading stamps from many cities. He continued:

Promoters of Advertising

"I have left until the last what is regarded by many newspaper owners as the most important function of the trade journal, namely, the service it renders in the promotion of newspaper advertising. There was a time when the only aim of the newspaper was to print essays, sermons, editorials, and news. But it is a significant fact that as long as that idea prevailed newspapers were not financial successes, and it was not until advertising was introduced in their columns that the tide turned. We now know that a paper may have the finest plant ever assembled, employ the ablest staff of editors and writers, and command the best telegraphic and cable news services that have been organized, and yet be a complete failure if it does not secure the active support of local and national advertisers, as the income from subscriptions and street sales is insufficient to pay the cost of production.

"Hence we find that the trade journals in our field are devoting more and more space to the discussion of advertising topics. They realize that the more assistance they can give the newspapers in solving their advertising problems, the more firmly established as a necessity to the newspaper publisher they will become. Therefore in your trade paper of today you will find articles dealing with methods for securing and holding the support of the advertisers; articles dealing with the preparation of campaigns for the marketing of merchandise; discussions of methods for increasing public confidence in advertising; advertising tips; that is, lists of new advertisers who are coming into the field, new campaigns that are being inaugurated by old advertisers, and the names and addresses of the agents who are preparing the lists of newspapers that are to be used and will handle the accounts.

"The trade journals print lists of agents recognized by the American Publishers' Association, by the Quoin Club, and by other national organizations. Such lists are invaluable to the publishers because they know that the agents whose names appear in them are financially responsible, and that the business they send out comes from reputable concerns."

Fight for Press Freedom

The speaker then called attention to the valuable work done by the trade press is combating unjust or oppressive legislation. He said in part:

"As the printing industry, to which newspaper publishing is closely allied, now ranks fifth in the amount of its financial transactions, it is a favorite object of attack by the lawmakers. Nothing gives the average Congressman so much pleasure as to introduce and push a bill that will make it more difficult and expensive for publishers to carry on their business. Big corporations that for years have succeeded in evading the payment of their share of the burden of taxation or whose share of the burden of taxation or whose attempts to crush competition by unfair and unjust practices have been brought to book by the newspapers, have spent large sums of money in an effort to get even with the publishers by causing bills to be introduced in legislative bodies that will abridge their liberty or will inflict upon them needless burdens.

"Now there is nothing more conducive to the maintenance of a Democratic form of government than a free press. John Milton's brave fight in its behalf resulted in a victory, the benefits of which we now enjoy. By liberty of the press we do not mean license to print anything and everything the editor may choose to say, but rather the right to express honest opinions that, while contrary to those held by those who administer the laws or guide the destinies of ecclesiastical bodies, are nevertheless entitled to a public hearing.

"Newspaper owners do not ask or expect to be accorded special privileges that are denied other business men. They only demand a square deal from Congress or from the State Legislators. They do not oppose any reasonable law that aims to improve the relationship existing between the press and the public or between the press and the Government. They are always willing to bear their share of the necessary burdens of taxation that may be laid upon their shoulders, but they do hate to be the victims of upscrupulous political bosses, who are able to force through Congress or the Legislature bills that will curb their activities or impair the usefulness of their publications.

Keeps Watch on Legislation

"One of the functions of the trade press is to keep watch on legislation in Congress and the State capitals, and to notify the newspaper publishers of the appearance of any bills affecting their interests that may be introduced. Some of these bills are worthy of support; others are pernicious and must be opposed. It is the trade paper that analyzes these bills, and when necessary, sounds the alarm that arouses the newspapers to action. You, Mr. Editor, may, through your correspondent at Topeka, if you have one, be kept informed as to what the Legislature is doing, but how are you going to know what is happening at other State capitals or at Washington? The newspapers, for some unaccountable reason, do not like to print news of their own field; therefore, news of vital importance to their publishers might not reach them in time to be of service in organizing opposition to hostile legislation. It is along this line that the trade paper is especially valuable."

Trade Press Reports

Mr. Blanchard then spoke at length on the service rendered by the trade press in keeping readers posted in regard to swindlers. He then described at length the wide and invaluable activities of the three great organizations for the aid of all live newspaper editors and publishers: The American Newspaper Publishers Association; the Associated Advertising Clubs of the World, and the Audit Bureau of Circulations. Of the trade papers' service in disseminating news concerning these great bodies, he said:

"If the trade paper had no other excuse for existence the service it renders newspaper editors and publishers in furnishing them with reports of these conventions would be sufficient. Trained reporters who know the newspaper and the advertising business from one end to the other attend these annual conventions, and prepare reports that are marvels of condensation and clearness. They sift out the chaff from the wheat, and present only those features that have real, permanent value. The proceedings which often fill a dozen or more pages of the trade paper, are embellished with portraits of the speakers, the officers of the organization, and scenes at the convention or in the convention city. Copies of the issues containing the reports are considered so valuable that they are filed away for future reference or are bound together and given a permanent place in the library. Indeed, it is quite certain that when the advertising history of our day is written, these reports will furnish the writers with much of the most valuable material they will find available.

"In conclusion, and on behalf of the journalistic trade press, I desire to say that, while our several publications are not all that we hope they will be in the future, they represent our conscientious and best effort, and if they serve to lighten your burdens, add to your incomes, or help you in any other way to publish better newspapers, we shall feel well rewarded for our work."

EDITOR LE ROY BLANCHARD

Frank LeRoy Blanchard, editor of the Editor and Publisher, was born in Lewiston, Me., on June 12, 1858. He began newspaper work as a reporter on the New York Tribune in 1882. Later he served in succession on the staffs of the New York City Press Association, Commercial Advertiser, New Britain (Conn.) Herald, Electric Power, New York Evening Telegram, Fourth Estate and Evening World. He was the first editor of the Editor and Publisher in 1901-02. Between the latter date and 1911, since which time he has been editor of the Editor and Publisher, he was with the New York Daily News and with various advertising agencies of New York City. For ten years Mr. Blanchard has directed the advertising course of the Twenty-third Street Y. M. C. A., of New York, and for fourteen years he has been on the lecture staff of the New York Board of Education. He is a member of the Advertising Men's League of New York City, Associated Advertising Clubs of the World.

His acquaintance with newspaper and advertising men throughout the country has given him a wide reputation as teacher, student and exponent of all that is best in American journalism.

* * *

BAD-SMELLING PRINTERS' INK

[Translated from Le Matin]

A lady living at Zurich, Switzerland, writes to us to complain that the French newspapers are printed with ink that gives forth a smell that is very disagreeable to her. How easily one sees that this worthy lady lives in a neutral country, and how her complaint explains many little misunderstandings that occur between certain neutrals and ourselves. When we Frenchmen open our newspapers we live through the events recorded in them and we could not possibly sniff at them. We read them with the eyes of the soul and none of us, we venture to say, are sufficiently easy in our minds to examine the war reports with our noses. Our foreign reader has certainly read somewhere that the Germans, contrary to all the rules of civilized war, have let loose against our men enormous clouds of asphyxiating gases. Did her nasal sensibllities lead her to protest against those perfumes? Did they carry her to the point of writing to the editor of the Berliner Lokal Anzeiger to express to him her indignation on the subject of these odors? We anxiously await her reply, and if she has written to Berlin in this vein we will try to see if it would be possible, in order to please her, in future to print our war dispatches in musk, in myrrh or in patchouli.

Journalism Week, 1916, University of Missouri

By J. B. Powell

JOURNALISM Week, held May 1-5 at the University of Missouri this year, was bigger and better than ever. Nearly 300 newspaper men and women and 300 persons outside of the profession were in Columbia at one time or another during the five-days' session. They came from all parts of the United States. Twenty-four states were represented. Ten organizations met during the the week. Merchants and business men from all parts of Missouri were in attendance, seeming to show their realization of the prominent part played by the newspaper in the business world. Most of the speakers were of national reputation.

Missouri Writers' Guild

The first day was given over to a meeting and program of the Missouri Writers' Guild over which William H. Hamby of Chillicothe, Mo., famous novelist and short story writer, presided. There were talks by Miss Birdie Lucille Rivers on "Experiences in Writing Motion Pictures," John Breckenridge Ellis, noted author of "Fran" and other stories, on "Why, When and How to Write a Novel," Miss Catha Wells, magazine writer, on "Writing a Story From the Child's Viewpoint," Mrs. Mary Woodson Shippey on '"The Problems and Struggles of a Beginner," Arthur F. Killick (Fatty Lewis), humorist, on "Writing as You Talk," and Dr. Robert L. Ramsay, associate professor of English in the University of Missouri, on "The Passing of the Short Story." A subscription dinner of the Guild attended by about fifty persons, closed the day.

Missouri Women's Press

The second day was of special interest to newspaper women. There was a meeting of the Missouri Women's Press Association and talks by Miss Anna E. Nolen, editor of the Monroe City (Mo.) News, Mrs. Emily Grant Hutchings, special writer on the St. Louis Globe-Democrat, and others. There were talks also by William Hanny, cartoonist on the St. Joseph News-Press on "The Nature of the Cartoon," C. E. McBride, sporting editor of the Kansas City Star on "The Sport Page," and Frederick W. Lehmann of St. Louis, eminent lawyer, former Solicitor-General in President Taft's cabinet and one of the three United States delegates to the A. B. C. conference at Niagara Falls last year, on "The Newspaper and the Law."

The Law and the Press

Mr. Lehmann pointed out that the laws regulating the press in this country are not designed for its suppression. "To the publisher the law of libel may seem harsh," he said, "as holding him to account for what he published without malice and as a part of the current news of the day. If careful investigation is attempted the incident may cease to be news before its truth or falsity may be established. But the good name and fame of men are not therefore to be without protection. For injury done there must be redress. To maintain freedom of the press is not necessarily to relax responsibility for the abuse of that freedom. As the freedom is great the responsibility should be high. In America we have a daily newspaper to every 30,000 people; the outside world but one to every million. This development of the press is at once evidence of its liberty and justification of the responsibility under which that liberty is exercised."

Advertising Day

Wednesday was Advertising Day. Among the speakers were A. W. Douglas, vice-president of the Simmons Hardware Company; Courtland Smith, president and general manager of the American Press Association, New York City; Lucien Harris, editor of the Frisco Magazine, St. Louis; Charles H. Hatfield, secretary of the St. Louis convention and publicity bureau; A. I. Boreman of the Merchants' Trade Journal, Des Moines, Ia.; J. R. Moorehead, secretary of the Southwestern Lumberman's Association, Kansas City; George F. McKenney, general manager of the Rahe's Automobile Training School, Kansas City; L. E. Holland, superintendent of the Teachenor Bartberger Engraving Company, Kansas City; S. C. Dobbs, vice-president of the Coca-Cola Company, Atlanta, Ga.; former president of the Associated Advertising Clubs of the World; and Arthur Brisbane, editor of the New York Journal and director of the Hearst publications.

Requisites of Effective Advertising

Mr. Douglas spoke on "The Nature and Function of Advertising."

"Advertising is in its formative period," he said. "It is a tremendously big and young and interesting science and its rules have not all yet been laid down. However, it is no longer a game of chance where you shut your eyes, fire into the dark and trust to the god of chance that the right mark will be hit. In a way it is a simple science, and has only two requirements for the one who would succeed by its magic. They are, first, a knowledge of human nature, and second, a knowledge of the English language. Most advertising is too conventional. Read the advertisements in any magazine; note how constrained they are. Idealism and imagination are most invaluable assets in the business of advertising. Advertising must be a continuous performance. It must be true. It must be worth while."

Profit of Foreign Advertising to Country Publishers

Courtland Smith, speaking on "Country Newspapers and National Advertising," said that foreign advertising offered the largest field of profit to the country publisher, but that up to the last six years country newspapers have never given much attention to this form. They have allowed the magazines and city newspapers to get it away from them, though it is theirs by every right, because only the newspaper man in the small community can give to his advertisers the personal interest touch which he desires above all other things.

Net Ten Cents an Inch Lowest Profitable Rate

"The small paper publisher should have a rate card," said Mr. Smith, "No space, no matter how small the circution, can be sold at a profit for less than ten cents net per inch to the publisher. He must tell the truth about his circulation. He must coöperate with his advertiser. Only the small town publisher can come in direct personal contact with his readers, can act as a living link between the manufacturer and the consumer."

Lucien Harris, speaking on "Railroad Advertising," declared that writing for the railroads is one of the greatest fields for the near future. He said that twenty years ago the railroad official took an unfriendly stand against the newspaper man; today he cannot say too many nice things about him.

Four Requisites to a Worthwhile Editorial

Four things are required to write a good editorial, according to Arthur Brisbane. He said: "What you write must be seen; it must be read; it must be understood; it must be believed. The problem of the editorial is to get an idea out of your head into the heads of other human beings. Editorial writing is teaching wholesale. Don't worry about the writing; that is the mere problem of a trade. Worry about thinking up something worth while to say. The test of a good editorial is when a reader, after reading it, will say: "Why, that is just what I have thought a thousand times."

Advertising the Greatest Economic Force

"Advertising today is the greatest economic force in the realm of commerical activity," said S. C. Dobbs, in his talk on "Advertising as a Force in the Business World."

Mr. Dobbs pointed out that advertising in itself does not pay. Quality of product and the ability to administer to the human wants must lie back of it. Service plus publicity must be had.

Advertising Not an Expense But an Investment

"Advertising when properly done is not an expense but an investment," he said. "It not only brings immediate returns but accumulates a reserve fund. Advertising is but a form of creative salesmanship and through its medium we have increased the joy of living. Advertising is also the very best form of insurance. It insures you today that you will be in business tomorrow and the days to come. It insures against unfair competition. What insurance has the manufacturer of an unadvertised article that some other company won't come in and take his trade? None, unless he has advertised his article until it is so well known that none can take his territory away from him."

Missouri Afternoon Dailies Meet

In addition to the program there was a meeting of the Missouri Association of Afternoon Dailies Wednesday morning and of the league of Missouri Ad Clubs in the afternoon.

The Thursday program was in charge of the Missouri Press Association with J. Kelly Pool, editor of Centralia Courier, the president, presiding. There were talks by Henry C. Campbell, editor of the Milwaukee Journal, on "Journalism in the Present Day," P. J. Seley, pressman for the E. W. Stephens Publishing Company, Columbia Mo., on "Presses and Press Troubles," E. E. Taylor, editor of the Traer (Iowa) Star-Clipper, who claims the largest circulation of any country weekly in the United States published in a town of 1,400 or under, not a county seat, on "The Making of the Rural Newspaper"; J. F. Hull, editor of the Maryville (Mo.) Tribune on "Editorial Writing"; Carlos F. Hurd of the St. Louis Post-Dispatch on "The Art of Interviewing"; Dietrick Lamade, president and general manager of Grit, Williamsport, Pa., on "Special Features for Journalism"; Lee A. White, associate professor of journalism, University of Washington, on "The Shop Window"; Harvey Ingham, editor of the Des Moines Register and Leader and Evening Tribune on "The Press as a Public Service Institution"; and Ed W. Howe, editor of Howe's Monthly, "Potato Hill Farm," Atchison, Kan., on "Some Experiences in Journalism."

The Press as a Missionary for Fair Play

Mr. Ingham pleaded for a press that will be the missionary for fair play, the kind that is found on the athletic field, in the prize ring, and nowhere else in the world. He said the newspapers should induce into the world of affairs the courtesy of the banquet table, where nobody grabs because everyone knows there is enough to go around. At present, he declared through inequality of distribution one-half of the families live below the line of comfort and one-third within two days of the hunger line.

Business Men Attend School of Journalism

Thursday morning a trainload of North St. Louis business men, 115 in all, arrived by special train to spend the day in Columbia and the School of Journalism. They inspected the various departments of the university and had an auto ride over the city. In the evening they were guests at a Dutch lunch given at the Elks' Club.

Bryan Wants Individuals Instead of the Press to Speak and Assume Responsibility

On Friday the program was again in charge of the Missouri Press Association. Hon. W. J. Bryan addressed a crowd of 2,000 persons in the University Auditorium at 11 o'clock on the "Press and the Nation." Mr. Bryan advocated publicity of ownership, publicity of interest, and publicity in reports for newspapers to compel them to serve the masses rather than special interests. He said editorials should be signed. "I believe that in international questions the name of the writer should be affixed to each article, not only for the benefit of the public, but for the writer's benefit. This would give the editorial writers a character to maintain and would stir them to their best efforts."

A Made-in-America Banquet

The week closed Friday with a Made-in-America banquet at Rothwell Gymnasium, given for the visiting editors by the School of Journalism at which 450 were present. Twenty states, the District of Columbia and one foreign country were represented in the contributions to the menu, the half-bushel baskets of souvenirs that were presented to each guest and to the exhibits. The banquet was held in a newspaper office. During the progress of the meal and the after-dinner talks the students of the School of Journalism were busy getting out two editions of the the Banquet News, a miniature newspaper in a miniature newspaper office in one corner of the room. The paper contained news of the speeches, the banquet in general, telegraph dispatches and other items. The news was written, put in type and printed in the room with the banqueters, said to be the first stunt of its kind.

President A. Ross Hill of the University of Missouri presided at the banquet. Mr. Bryan spoke on "The Spirit of America." James Schermerhorn, editor of the Detroit Times, spoke on "The Soul of the City." Other speakers were J. Kelly Pool, president of the Missouri Press Association, Harvey Ingham of the Des Moines Register and Leader and Dr. W. P. Cutler of Chicago, secretary of the American Manufacturers Association of the Products of Corn. The menu was composed largely from corn and corn products.

Sigma Delta Chi

One of the features of the week was the fourth national convention of Sigma Delta Chi, national journalistic fraternity, which met Thursday and Friday. There were delegates present from more than 20 universities that teach journalism, from Maine to Washington and from Minnesota to Louisiana.

BINDERY PRODUCTION RECORD CAMPAIGN CREATING KEEN INTEREST

The campaign being conducted by the Price List Committee of the United Typothetae and Franklin Clubs of America is creating considerable interest abroad as well as within the boundaries of this country. A letter recently received from one of the foremost master pritners of Great Britain states the desire to be kept in close touch with this work and offers his hearty cooperation.

The desire of a considerable number of printers to collect records of bindery production is indeed encouraging to the Price List Committee of the National organization, who realize the vast amount of good that will be accomplished by a large number of printers collecting records of bindery operations along standard lines and submitting them to the committee for compilation into a composite production record.

When a printer can compare the output of different operations in his plant with the average production as shown on the Composite Bindery Production Records, he will be obtaining valuable information as to the efficiency of his bindery.

Every printer knows the value of the Composite Statement of Cost of Production, because the co-method of obtaining the costs is standardized. This is exactly what is being accomplished by collecting production records along standardized methods. Operations, sizes and machine are standardized, and every printer is compiling data upon the blanks devised by the Price List Committee.

The following averages just received from a printer who has been compiling records of bindery production for some time past are published for analitical purposes. Would you consider them good averages in your shop?

WIRE STITCHING UPRIGHT 12-PP. WITH EXTENDED COVER

No. of jobs from which records are Compiled	Size of Page	Average Books Per Hr.	Maximum Books Per Hr.	Minimum Books Per Hr.
7	3⅜x 6¼ to 5¼x7	650	934	394
2	5½x 8 to 7 x10½	634	792	542
3	8 x11 to 10½x14	475	503	390

There are a number of printers operating binderies who have no records of production and consequently do not know whether the foregoing productions are good or poor averages. To these printers it is self evident that they should enter this campaign and collect records of bindery operations for their own benefit. National headquarters will supply the sample blanks and explain the method to employ. The mutual interchange of records will be of value to all concerned, and the industry will be greatly benefitted by the composite report.

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INSTRUCTION IN JOURNALISM BY ELEVEN UNIVERSITIES IN SUMMER SESSIONS

Reported by Carl H. Getz, Secretary, American Association of Teachers of Journalism, State University, Missoula, Montana.

Eleven universities will offer instruction in journalism during the coming summer sessions which are held annually by the different institutions.

For the first time in the history of the school of journalism at Columbia University, instruction in journalism will be offered during the summer session. Professor Franklin Matthews will be in charge of a course in newspaper technique.

James Melvin Lee, head of the department of journalism at New York University, and Hugh Mercer Blain, professer of journalism at Louisiana State University, will be in charge of the classes in journalism at New York University this summer. Mr. Lee will have classes in the short story, newspaper advertising and with Mr. Blain will teach history of journalism and high school journalism. Mr. Blain will have entire charge of classes in news writing and newspaper practice.

Two courses will be offered at the University of Kansas. Professor L. N. Flint will be charge of a course entitled, "The Newspaper: Materials and Methods." Instruction in editorial practice will also be given. Mr. W. B. Brown will assist Mr. Flint.

The summer session at the University of Missouri will begin June 10 and will continue until August 6. The courses in journalism which are offered are: history and principles of journalism, news writing, reporting, copy reading, editorial writing and direction, the country newspaper, the writing of advertising, rural newspaper management, advertising management with special reference to rural journalism.

Courses in newspaper reporting, editorial writing, special feature and magazine writing and one in teaching journalism in high school and college, will be offered at the University of Wisconsin this summer. Willard G. Bleyer, director of the course in journalism, and Grant Milnor Hyde, Dr. Bleyer's associate, will be in charge of the courses.

Lee A. White, assistant professor of journalism at the University of Washington, will be charge of the instruction in journalism at the University of Michigan this summer. He will offer two courses, one a general course in newspaper writing, the other a special course in editorial writing and the theory of the newspaper.

Indiana University will offer courses in theory, advertising, newspaper feature and magazine writing and the students will be given practical training on the college daily newspaper. Joseph W. Piercy, head of the department of journalism, will have charge of the classes.

Courses announced as news writing, the newspaper, publicity and current events, will be offered at the University of Montana this summer. A. L. Stone, dean of the school of journalism, will be in charge.

Merle Thorpe, head of the department of journalism at the University of Kansas, assisted by Colvin V. Dyment, professor of journalism at the University of Oregon, will be in charge of instruction in journalism at the University of California. Eric W. Allen, dean of the school of journalism at the University of Oregon, wlll offer one general course in journalism at Oregon this summer. The University of Washington will offer four courses in journalism this summer. Two of them reporting and editorial writing, will be in charge of Frank G. Kane, head of the department of journalism. The other other two, special writing and the short story, will be given by Carl H. Getz, assistant professor of journalism at the University of Montana.

The University of West Virginia is considering offering two courses in journalism, one in news writing and editing and the other in publicity and advertising. If the instruction is given, Leon R. Whipple, adjunct professor, will be in charge.

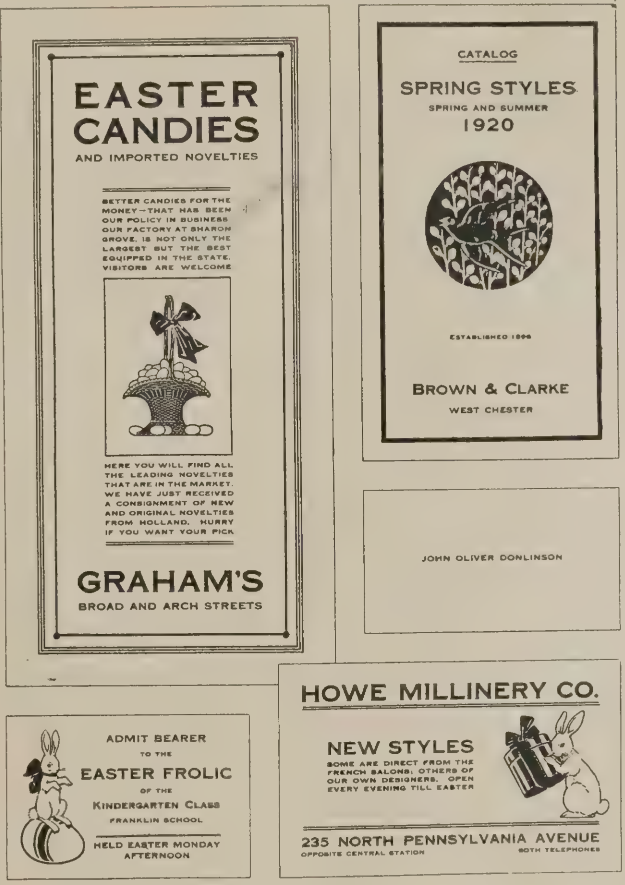
REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

It would be interesting to know just how many job printers there are who canvass for business with the help of specimen sheets sent out by the type foundries. For instance, I have before me an Easter specimen sheet sent out by the Keystone Type Foundry. Attached to this sheet is a little slip suggesting to the printer who receives it that he can, with this new type and ornaments, get out and get new business. The sheet shows a variety of Easter ornaments and specimens of Easter printing, all done very attractively in Whittier Extra Bold. Why could not a printer get out, some little time before Easter, and make a systematic canvass, taking such a folder as this with him, telling his customers that he is planning to add this type to his equipment, and telling them also that he will order at the same time any ornaments from this folder to use on their Easter printing, if they will place their order with him immediately? A sales campaign of the kind furnishes a talking point for the printer, an excuse for making a call on a prospective customer.

The old method of salesmanship—if it can be called salesmanship—of dropping in on a man and simply asking what he wants in the way of printing, is fast becoming obsolete; in fact it is passe in every line of the selling game. A salesman now understands that he must have something to offer, something to show, if he would expect to get a very attentive hearing. The printer has been almost the last man to grasp this idea, strange as it may seem; but he is now getting it. Many printers have not been sufficiently interested in developing business in a salesmanlike way to take with them samples of recent work when they are calling on a prospect.

I wish it were possible for me to take a letter ballot among the readers of this department to find out what percentage of them use these specimen sheets from the type foundries with which to solicit business. If there are any such among our readers, I shall be glad to hear from them, outlining their system of campaign and telling some of the interesting experiences which they have had in securing business in this way. I feel sure there must be some valuable sales suggestions hidden away among our readers, and I wish that we might develop them in this department, for the good of all concerned. Write me a letter at the address given above and I will try to arrange these in the form of a symposium in an early issue of the Journalist.



EASTER
CANDIES
AND IMPORTED NOVELTIES

BETTER CANDIES FOR THE MONEY—THAT HAS BEEN OUR POLICY IN BUSINESS. OUR FACTORY AT SHARON GROVE, IS NOT ONLY THE LARGEST BUT THE BEST EQUIPPED IN THE STATE. VISITORS ARE WELCOME

HERE YOU WILL FIND ALL THE LEADING NOVELTIES THAT ARE IN THE MARKET. WE HAVE JUST RECEIVED A CONSIGNMENT OF NEW AND ORIGINAL NOVELTIES FROM HOLLAND. HURRY IF YOU WANT YOUR PICK

GRAHAM'S
BROAD AND ARCH STREETS

CATALOG
SPRING STYLES
SPRING AND SUMMER
1920

ESTABLISHED 1896

BROWN & CLARKE
WEST CHESTER

JOHN OLIVER DONLINSON

HOWE MILLINERY CO.

NEW STYLES
SOME ARE DIRECT FROM THE FRENCH SALONS; OTHERS OF OUR OWN DESIGNERS. OPEN EVERY EVENING TILL EASTER

235 NORTH PENNSYLVANIA AVENUE
OPPOSITE CENTRAL STATION
BOTH TELEPHONES

ADMIT BEARER
TO THE
EASTER FROLIC
OF THE
KINDERGARTEN CLASS
FRANKLIN SCHOOL

HELD EASTER MONDAY
AFTERNOON

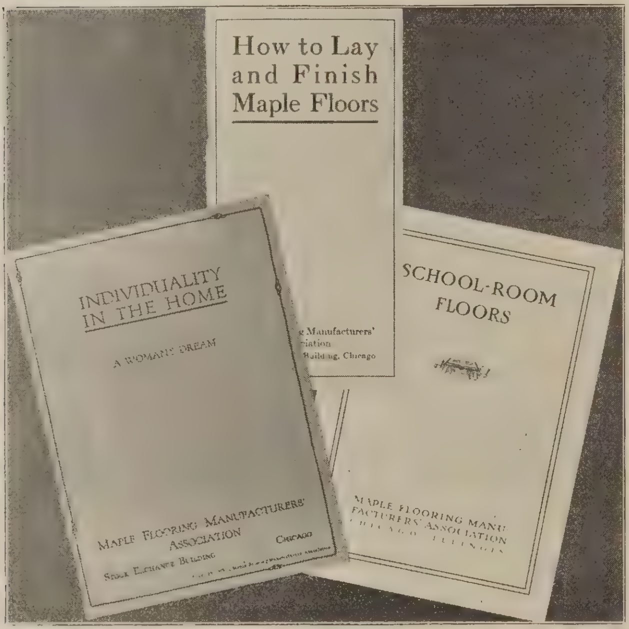
No. 1

✧ ✧

Printers in times past enjoyed an unenviable reputation as not having the courage to charge what a job is worth, and I am very much afraid that in these present days of rapidly increasing prices in paper stock, the old habit, which has been to a large extent eradicated in the last few years, will come back again. Just because you did a certain piece of work for a man three years ago at $12.00 is no reason why you should do the same work at the same figure now if the stock costs you $2.00 more than it did then. If your customer is a reasonable man he will not expect you to do it. In case he should belong to the unreasonable class, then it will be simply a case of the printer exercising firmness and saying that the extra cost of the stock must positively be added to the price of the job. The ultimate consumer is the man who must pay in every line of business if the business is to succeed.

◆ ◆

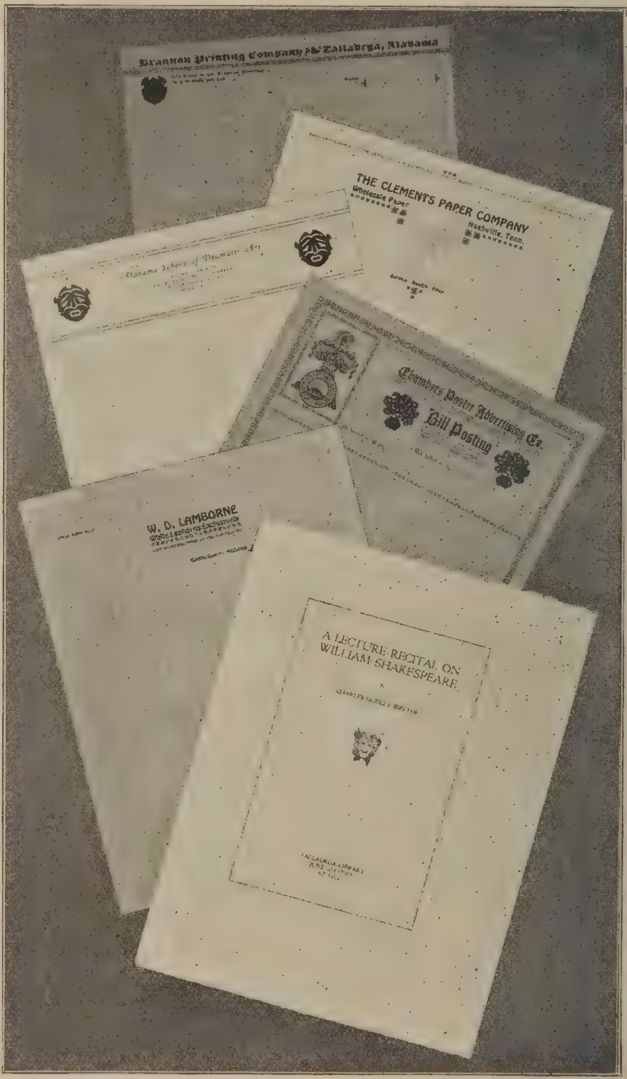
I am not surprised to find on looking for the imprint on a series of delightful little booklets from the Maple Flooring Manufacturers' Association, that they are from the press of Rogers & Company of Chicago and New York. The title pages herewith reproduced will give an idea of the restrained and dignified display which is used throughout the books.


How to Lay and Finish Maple Floors
INDIVIDUALITY IN THE HOME
A WOMAN'S DREAM
MAPLE FLOORING MANUFACTURERS' ASSOCIATION
STOCK EXCHANGE BUILDING
CHICAGO
SCHOOL-ROOM FLOORS
MAPLE FLOORING MANUFACTURERS' ASSOCIATION
CHICAGO ILLINOIS

No. 2

◆ ◆

Paper makers are contending against serious odds. They, in some cases, have long-time contracts with some of their big customers for large quantities of paper, and their customers are trying to hold them to the contracts; this, in spite of the fact that all coloring materials have increased to several times their value before the war and that other chemicals used in the trade have increased in the same proportion. It was recently stated in Boston that chlorine, which is used extensively in bleaching paper, was $28.50 per ton before the war and has gone up now to as high as $330 a ton. These things are being gradually worked out, however, and materials are being developed right in our own country to take the place of imported materials which we now cannot secure. But this development stage takes time, and in the meantime the trade is thoroughly disorganized. The printer should remember, however, that he, as a rule, does not have any contract prices with his customers for printing, so that as the price of stock advances, his prices to his customers should advance proportionately.

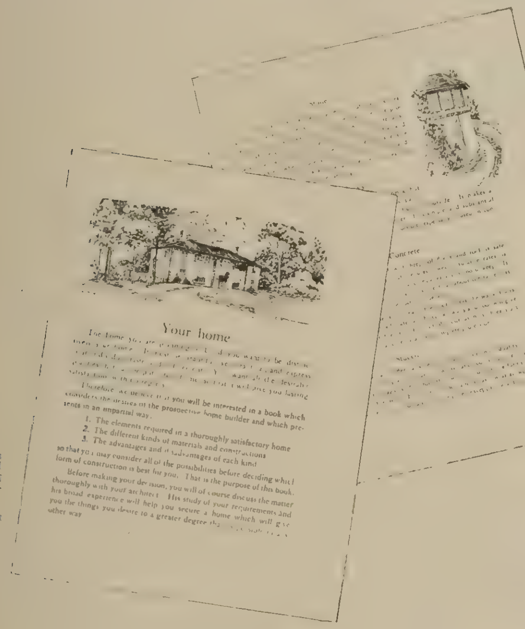

Brannon Printing Company, Talladega, Alabama
THE CLEMENTS PAPER COMPANY
Nashville, Tenn.
Chambers Poster Advertising Co.
Bill Posting
W. D. LAMBORNE
A LECTURE RECITAL ON WILLIAM SHAKESPEARE

No. 3

It seems almost like hearing a voice from the past to get a note from Brannon of Talladega, Ala. When this department editor first assumed his duties Brannon was one of the main stays of this department. At that time he was doing a considerable amount of work which might be termed Bradleyesque in its originality. It was delightful work and pleased me greatly, as I am sure it did our readers. The present work which Mr. Brannon sends in is perhaps toned down a little closer to the conventional—possibly to suit commercial demands—but is nevertheless of the same high order of merit.

◆ ◆

Good pen-and-ink sketches add a touch of refinement to a piece of printing which is not easy to procure in any other way. They can be run in the same color as the type matter, require very little make-ready as compared with half-tones, and are usually not extravagant in first cost. The two pages here shown are from a booklet recently issued by the Atlas Portland Cement Company of New York, the booklets being issued especially to call attention to the delightful qualities of Atlas White Portland cement for residence work.



No. 4

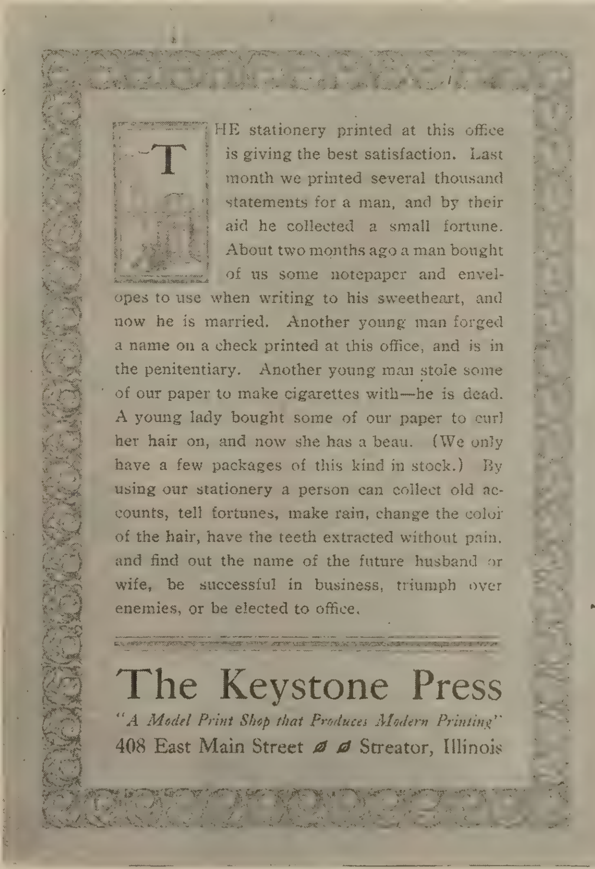
◆ ◆

In a recent issue of Associated Advertising, William Wetzel called attention to the difficulty of long reading lines in small type sizes and gives some commonly accepted rules for length of lines allowable for the various sizes of type. He says:

> In every printing office there ought to be a large and effective stuffed club for the advertising man who specifies long type lines for small type sizes. It has been so well established that long lines of small type are hard to read that it is amazing so much such matter should continue to be used.
>
> It is generally conceded that type as large as ten or twelve point can be read with comparative comfort up to a line of 30 pica ems (six pica ems, one inch) and there is a good deal of matter in these larger sizes which goes further than this—the comfort of the reader depending upon the type face, the color of ink, paper, etc.
>
> But as to the smaller sizes, a rule generally followed is to limit five point lines to a length of 14 ems, five and a half point to 16 ems; six point to 18 ems and eight point to 26 ems, or four and a half inches—and a good many men think an eight point line should not be longer than three and a half inches, or it will be hard to read.
>
> That stuffed club is needed for the man who plans booklets and other advertising matter and determines the number of words—usually plenty of words—then the number and size of the pages, without figuring the chances of getting that many words into the space in type sizes that will be comfortable to read.
>
> Some classes of people appear not to stop at very small type sizes and yet I believe too many advertising men forget that if the type is so small a certain portion of their prospects will not read it, they are wasting their money for printing and for postage and are wasting their selling opportunity, also, just in proportion to the number who will not tackle the task of reading the matter. Sometimes, such errors make all the difference between profitable advertising and the other kind and no printer wants his customer to lose money advertising—for he will not come back!

◆ ◆

I hope quite a number of the readers of this department have had the opportunity of attending the exhibition of American printing held by the American Institute of Graphic Arts at the National Art Club in New York, March 28th to April 14th. This editor considers it a distinct loss that he was not able to attend.

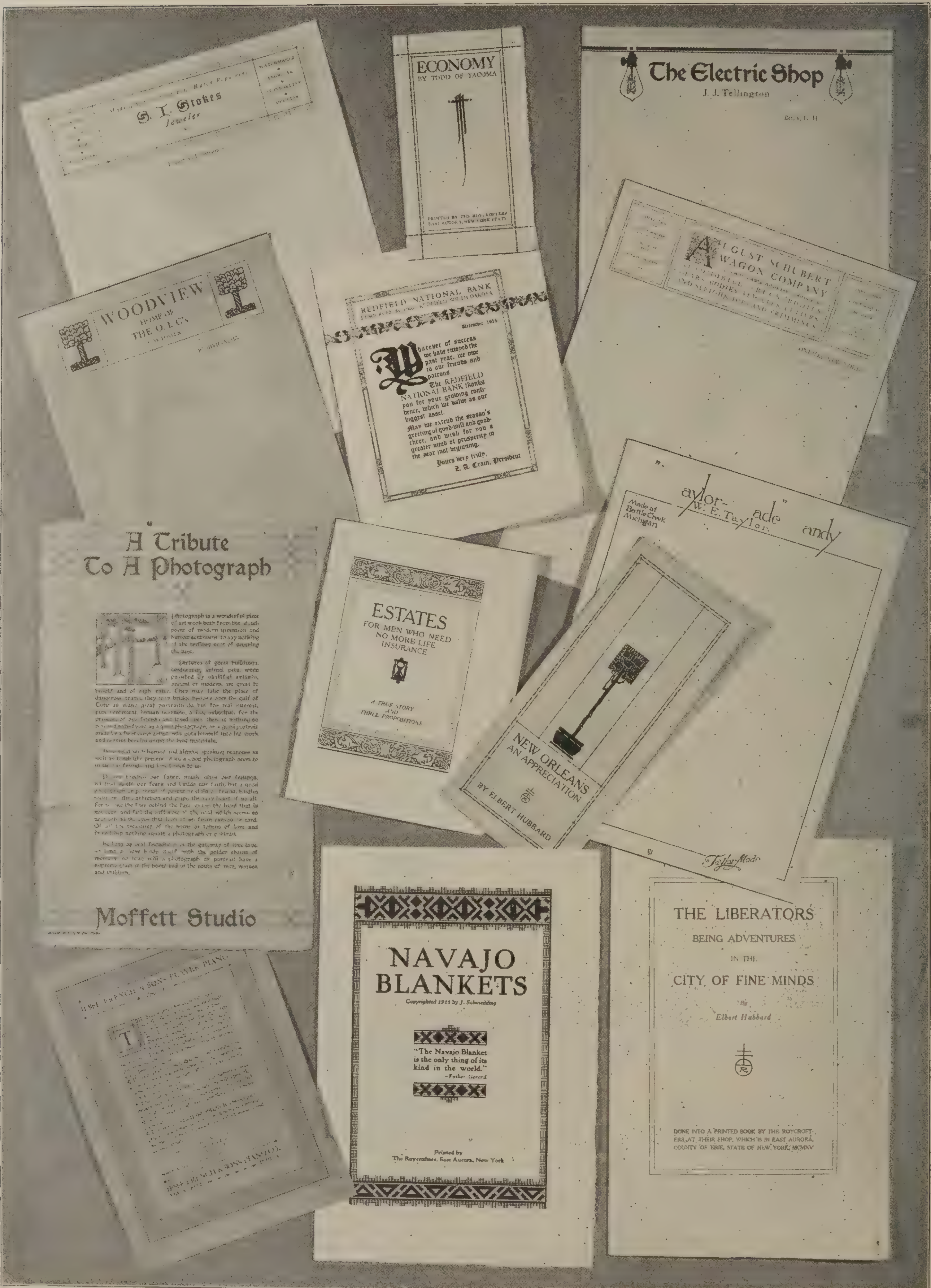


THE stationery printed at this office is giving the best satisfaction. Last month we printed several thousand statements for a man, and by their aid he collected a small fortune. About two months ago a man bought of us some notepaper and envelopes to use when writing to his sweetheart, and now he is married. Another young man forged a name on a check printed at this office, and is in the penitentiary. Another young man stole some of our paper to make cigarettes with—he is dead. A young lady bought some of our paper to curl her hair on, and now she has a beau. (We only have a few packages of this kind in stock.) By using our stationery a person can collect old accounts, tell fortunes, make rain, change the color of the hair, have the teeth extracted without pain, and find out the name of the future husband or wife, be successful in business, triumph over enemies, or be elected to office.

The Keystone Press
"A Model Print Shop that Produces Modern Printing"
408 East Main Street ⌀ ⌀ Streator, Illinois

No. 5

The Keystone Press, Streator, Ill., has a little leaflet which it probably sends out with packages of printed matter, the evident purpose being to put the customer in a happy frame of mind and show him the advantages of buying his printing of the Keystone Press. I trust



S. T. Stokes
Jeweler

ECONOMY
BY TODD OF TACOMA

PRINTED BY THE ROYCROFTERS
EAST AURORA, NEW YORK STATE

The Electric Shop
J. J. Tellington

WOODVIEW
HOME OF
THE O. I. C's

REDFIELD NATIONAL BANK

December 1915

Whatever of success we have enjoyed the past year, we owe to our friends and patrons

The REDFIELD NATIONAL BANK thanks you for your growing confidence, which we value as our biggest asset.

May we extend the season's greeting of good-will and good-cheer, and wish for you a greater meed of prosperity in the year just beginning.

Yours very truly,
Z. A. Crain, President

AUGUST SCHUBERT
WAGON COMPANY

Made at
Battle Creek
Michigan

aylor- ade" andy
W. E. Taylor

Taylor Made

A Tribute
To A Photograph

A photograph is a wonderful piece of art work both from the standpoint of modern invention and human sentiment to say nothing of the trifling cost of securing the best.

Moffett Studio

ESTATES
FOR MEN WHO NEED
NO MORE LIFE
INSURANCE

A TRUE STORY
AND
THREE PROPOSITIONS

NEW ORLEANS
AN APPRECIATION
BY ELBERT HUBBARD

FRENCH & SONS PLAYER PIANO

NAVAJO
BLANKETS
Copyrighted 1915 by J. Schnedding

"The Navajo Blanket
is the only thing of its
kind in the world."
–Father Gerard

Printed by
The Roycrofters, East Aurora, New York

THE LIBERATORS
BEING ADVENTURES
IN THE
CITY OF FINE MINDS
By
Elbert Hubbard

DONE INTO A PRINTED BOOK BY THE ROYCROFTERS, AT THEIR SHOP, WHICH IS IN EAST AURORA, COUNTY OF ERIE, STATE OF NEW YORK, MCMXV

No. 6

the reproduction will be clear enough so that the matter can be read, as it is well worth reading.

◆ ◆

I sometimes wonder how Axel Edward Sahlin, foreman and typographical designer with the Roycroft shop at East Aurora, New York, keeps up his supply of ideas. Pick up any piece of work which comes from his hands, and you are sure to say that it is just a little bit different from anything else you ever saw. In other words, it has the individuality which is a mark of genius. I am willing to confess that at times I feel absolutely barren of ideas and the work I turn out at such times is not worth the effort. One would think to look at his work that Sahlin never experienced such periods; but I presume all of us do.

◆ ◆

Where a printer is also a dealer in stationery and office supplies, he can use a house organ to unusually good advantage. Such is the case with the Baker Printing Company, Newark, N. J., which publishes a little monthly entitled "Office Topics." It is well designed from a typographic standpoint, but it might be improved by the use of some original matter instead of being made up principally of clippings, as is now the case.

OFFICE TOPICS

LION TRACING CLOTH

$6.40 per roll up

BAKER PRINTING CO.

GEM CLIPS

WRAPPING PAPER AND TWINE

OFFICE TOPICS

No. 7

◆ ◆

The Colonial Press, 1510 East 56th Street, Chicago, sent out at the first of the year a portfolio of blotters, one for each month in the year. These blotters were perforated so they could be torn out of the book and used during the month for which they were intended. Each one contains a calendar, also a motto, verse or other little bit of inspirational matter.

I am pleased to have a copy of the Mountain Herald, published monthly by the Lincoln Memorial University at Harrowgate, Tenn. It is a most creditable little publication, indeed.

EFFICIENCY OF NEWSPAPER ADVERTISING

"Be Honest, Be Sensible, and Be Persistent"

Newspaper publishers have reason to be grateful, when a really successful merchant, or manufacturer, turns aside to say a good word about newspaper advertising. There are too many, even in this age of advertising and great business successes, who are always questioning the value of advertising and saying that they do not know whether it pays—"cannot trace any returns"—and so on, ad infinitum, all to make a newspaper publisher's life far from pleasant. The idea is to avoid one of the expenses of business and to make the newspaper man humble, with the thought that he is not as useful and not so necessary to business promotion as he had been constrained to believe he was through watching the invariable successes of liberal-spirited and persistent advertisers. The Chalmers cars have met with wonderful sales and Mr. Hugh Chalmers recently said "Advertising makes the car go," and added:

"The local newspaper is the now medium. It is the solar plexus blow which hits at the door of each home in each dealer's town. And that means sales now. The national weekly and magazine is necessary, but the timely blow is delivered by the daily paper in each sales district. As a proof of our absolute faith in this fact we are using 1,600 newspapers throughout the country several times each month in the campaign we are now waging."

In a recent talk to a board of commerce, Mr. Chalmers said:

"Advertising increases my sales so that I simply cannot afford to do without it. The only man who can't advertise is the one with so much business he can't handle it; or the man with so little business it isn't worth while. Our secret of advertising is as simple as A, B, C. Be honest, be sensible and be persistent."

A GOOD TIME TO ADVERTISE

The hackneyed old phrase, "Now is the time to advertise," has special pertinence just now. It is in times of prosperity that money is made. As the result of big crops, demand for war munitions, etc., the country has reached a high stage of prosperity. There is plenty of money in circulation, and people are in a mood to buy liberally.

In such times as these advertising pays more generously than ever. The people are hopeful and confident, disposed to anticipate their wants, to buy the best qualities, and to purchase things they would not have felt they could afford a year ago. A great deal of money will be spent in the next six months, the bulk of it with those dealers who court the most publicity.—Wilmington (Del.) Star.

Research Problems in the Sources of Newspaper Influence

(A paper read by Williard G. Bleyer, University of Wisconsin, at the meeting of the American Association of Teachers of Journalism, held at the University of Kansas, April 21 and 22, 1916.)

In the influence that newspapers exert upon society obviously lies the importance of college training in preparation for journalism. Only in so far as instruction in journalism emphasizes the effect on newspaper readers of various types of news stories, editorials, and other features of newspapers, can it jutify its place in the college curriculum. Training that merely aims to develop in journalism students technical skill in writing and editing falls far short of what the public has a right to expect of its colleges and universities. The fullest consideration of the sources of newspaper influence, therefore, must constitute an important part of every course in journalism.

In order that instruction in the effect of newspapers on the ideas and ideals of their readers may be convincing, it must be based to a considerable extent on definitely ascertained facts. As the modern newspaper is an institution of comparatively recent development and since journalism has found a place in the college curriculum only within a decade, little has been systematically done toward ascertaining these facts, and practically nothing has been accomplished toward bringing together the fragmentary work that has been done, in a form available for purposes of instruction.

One of the first requirements for the further development of journalism as a subject of university instruction seems to be the systematic investigation of all of the various problems connected with the influence of the newspaper as a factor in the social and political life of this country. The purpose of this paper is to suggest briefly some of the most obvious phases of the research work to be undertaken by departments of journalism, not only independently and in coöperation one with another but in connection with other departments in whose fields part of the investigation naturally lies. Owing to the wide range and the complex character of the influence of newspapers, much of the research will have to be carried on by trained psychologists, sociologists, and political scientists, rather than by teachers of journalism. Nevertheless, instructors in journalism can perform an important duty not only to their own departments but to the public by calling the attention of scholars in other fields to the research work which they, as students of journalism, believe should be done.

To what extent this association desires to outline plans for research to be carried on by its members remains to be decided. Nevertheless, it is evident that the effectiveness of some of the investigative work suggested in this paper can be greatly increased if a uniform plan is used by different investigators who desire to work on the same problems. The results of research carried on by several men engaged on the same subject in different parts of the country can be brought together and compared if the same method is followed by all of them. If a uniform outline is adopted for the study of particular problems, it will be possible, in many instances to have some of the research work done by seniors and graduate students, under the direction of the instructor.

The research problems have been divided into two groups: (1) those connected with the form and typography of newspapers; (2) those relating to the contents of newspapers.

1. Form and Typography of Newspapers

WILLARD G. BLEYER
Head of Course in Journalism, University of Wisconsin

Since newspapers are read rapidly by all classes of readers, every detail of form and typography, directly or indirectly related to the ease with which newspapers can be read, is involved in a consideration of the influence on newspapers and requires investigation in a study of the effect of papers on their readers. A comprehensive study of the factors that make easy the rapid reading of news-

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1. Huey, E. M., The Psychology and Pedagogy of Reading.
2. Dearborn, W. F., The Psychology of Reading, in Columbia University Contributions to Philosophy and Psychology XIV, No. L.
3. Huey, op. cit. p. 411.

papers requires a knowledge of the psychology and hygiene of reading, and most of the investigation suggested in this connection will have to be done by trained investigators in experimental psychology.

The external physical form of a newspaper is the first subject requiring careful study. By their appearance as they lie on the newsstand or the library table, papers produce an impression on the reader before he has even read the head lines. The initial psychological effect of big banner heads in black or red, for example, regardless of the ideas that the words in the head convey, undoubtedly colors the impression which the reader gets later of the news itself. How far large type and banner heads in black, red, and green have lost their original effect through continued use in some papers for unimportant news, is another point to be studied.

More important subjects for research, however, are the factors that effect the ease with which newspapers can be read. The easier it is for a reader to get what a paper contains, the more of its contents he will be able to read in the limited time that he can devote to his paper. The more news and editorial comment that he can read, the more material he will have on which to form his opinions. the elements that affect the ease and rapidity with which newspapers can be read are (1) the size of the page, (2) the length of the line of print, (3) the size of the type, (4) the headlines, sizes of type, kinds of type, and form, (5) the make-up, and (6) the illustrations.

1. SIZE OF THE PAGE. The first among the factors contributing to ease of reading is the size of the newspaper page. Whether or not the present seven or eight column page is the best form rather than a page half of that width or length, is a question that has been discussed from time to time but that has not been made the subject of scientific investigation. English dailies like the Pall Mall Gazette illustrate the smaller form, and the possibility of the change without great modification in the present mechanical equipment is shown by the magazine sections of the New York Times and the New York Evening Post. The result of the investigation of the ease of reading in the case of smaller papers as compared with the present will, of course, have to be supplemented by a consideration of the business and mechanical problems involved in the change. Smaller advertisements and higher advertising rates would, no doubt, be a part of the change.

2. LENGTH OF LINE. In the matter of the width of column, the average American newspaper has hit upon the ideal length of line for ease of reading, according to the investigation of experimenting psychologists. The studies in the psychology of reading of such investigators as Prof. E. M. Huey[1] and Prof. W. F. Dearborn[2] indicate that the length of line in the average newspaper column is "perhaps as near optimum as can be determined at present."

3. SIZE OF TYPE. As to the size of type (the most important single factor in ease of reading) studies in psychology seem to show that the present 6-point, 7-point, and 8-point type now in general use in newspapers is less legible than somewhat larger sizes and faces of type should be made with reference to the ease with which they can be read in the newspaper column.

4. TYPE AND FORM OF HEADLINES. Similar tests should be made to find out the sizes and the faces of type best adapted to headlines, as well as the best forms for each deck and bank, in order that heads may be read as quickly and as easily as possible.

5. MAKE-UP. The make-up of a newspaper is also a large element in the ease and rapidity with which it can be read, and should be studied in detail in connection with other problems in the psychology of reading.

6. ILLUSTRATIONS. The extent to which news cuts can be used to supplement the printed word or to take place of it entirely, as an aid to rapid reading, is another subject for study. An illustration, with a line of explanation above or below, generally conveys quickly a more complete impression than can be given in a detailed printed description. The great popularity of handy-size English illustrated dailies like the Daily Mirror and Sketch, raises some interesting questions concerning the ideal newspaper both in regard to size and illustrations.

II. Contents of the Newspaper

However important size, form, and typography may be in determining the effect of the newspaper on its readers, it is, of course, the contents that have the greatest influence. The large amount, and the great variety of reading matter which every issue of a daily paper contains, as well as the rapidity with which all this matter is skimmed over by the average reader makes the problem of the influence of the newspaper an exceedingly complicated one. The extreme difficulty of measuring quantitatively the impressions produced upon the minds and hearts of each one of the thousands of readers of different social classes by the reading not of one daily paper but of several, not one day but every day in the year, adds so much to the complexity of the problem that a satisfactory solution seems almost impossible. An analysis of the contents, however, indicates that some of the phases of the influence of the newspaper may be studied to advantage even though it may be practically impossible to measure the sum total of the effect of a given newspaper or a given policy.

1. Classification of Contents

For convenience of analysis the contents of newspapers may be divided into seven classes: (1) news, (2) editorials, (3) criticism (musical, dramatic, and literary), (4) practical advice and useful information, (5) entertaining reading matter, (6) illustrations, and (7) advertisements. As matters pertaining to research work on advertising are to be taken up in another paper, advertisements will not be considered in this paper.

The relative proportion of space and prominence given to each of the foregoing seven classes in various newspapers should be made the subject of careful statistical study. The extent to which practical advice, useful information, entertaining reading matter, and humorous illustrations, for example, are encroaching on news, should be investigated in detail. Many newspapers throw away every day fully one-half of the news that they receive, partly for lack of space in which to print it, although at the same time they give column after column to some or all of the features just mentioned. Other papers have built up large circulations and have secured a large amount of advertising of all kinds, although they do not publish any of these features. Since the primary purpose of a newspaper is to furnish news, and since the newspaper is practically the only medium for distributing news, whereas, there are many mediums that furnish advice, information, and entertainment, the relative amount of space given to news and to other features is of vital importance in relation to the influence of the newspaper. The investigation proposed must not, of course, overlook

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1. Cf. Fenton, Francis, The Influence of Newspaper Presentations upon the Growth of Crime and Other Anti-Social Activity (Univ. of Chicago Press) and Phelps, Edward B., Neurotic Books and Newspapers as Factors in the Mortality of Suicide and Crime, Bulletin of the American Academy of Medicine XII, No. 5.

the experience of newspaper publishers with these features as circulation builders.

For detailed statistical studies of the contents of typical newspapers in different parts of the country, to be made by instructors of journalism and their students, a score card should be carefully drawn up and adopted by this association, so that whatever work is done on this subject may be carried on in an uniform manner.

2. Influence of News

Since the kind of news presented and the manner in which it is presented determines largely the impression produced upon the reader, the selection and the presentation of the day's news demands the most critical consideration in all investigations of the influence of the press. The space and prominence given to the various kinds of news, as well as the point of view from which each class of news is presented, can be studied to advantage.

The extent to which stories of events and incidents of little or no news value, such as human interest stories, are found in various papers, compared with the amount of significant news in these papers, affords material for investigation. Various devices for creating interest in significant news that might otherwise go unread are quite as worthy of study by teachers of journalism as are the means of giving interest to trivial incidents by making them subjects of human interest or feature stories.

That news may have a wholesome, or constructive, influence or an unwholesome or destructive, effect on readers, depending partly on its subject and partly on the manner in which it is presented, is generally accepted but no extensive study of this matter has ever been made. The general statement is frequently made that criminal and anti-social acts are suggested to readers by news of crime and immorality, but apparently little research work has been done to determine the extent of this influence of newspapers[1]. This is unquestionably one of the phases of newspaper influence that deserves most careful consideration not only because of its bearing on the teaching of journalism, but because of its relation to the welfare of society as a whole. Such study of these problems as is undertaken can be made only in coöperation with sociologists and criminologists.

Methods of presenting news of crime in such a manner that it will tend to deter readers from committing similar criminal acts, are also deserving of careful study and investigation by teachers of journalism. Little or nothing has been done in any of the text-books on news writing in discussing this subject, and as far as is known, no study has been made of this subject.

No less deserving of investigation are the methods of carrying on campaigns and crusades in the news columns in the interests of public health, charity, morals, municipal government, good government, etc. Great good and important reforms have been accomplished by newspaper crusades, and it is important that the effectiveness of different methods of conducting such campaigns should be fully analyzed and the results of the analysis published, for the benefit both of students of journalism and of newspaper publishers. Some of these movements apparently undertaken in the interest of public welfare have not been entirely unselfish, however, for in a number of instances they have been used by newspapers for self-advertisement and as circulation builders[1], and in others as a means for securing particular kinds of advertising[2]. Discriminating analysis of all types of newspaper campaigns and crusades should be fruitful of results to all interested in journalism.

Valuable investigations may also be made as the degree of completeness and accuracy with which news is presented in various newspapers and as to the effectiveness of methods employed by some newspapers to verify details of news and to correct inaccuracies. The establishment of bureaus of accuracy and fair play in newspaper offices in various parts of the country affords considerable material for a study of these methods. In local political campaigns, labor difficulties, and similar occasions that give opportunity for partisanship, bias, and prejudices, extensive studies should be made by instructors in journalism as to the amount of distortion and suppression of significant news. The advantage of studying local situations of this type lies, of course, in the fact that the instructor's personal knowledge of conditions and personal observation of events can be used as the means of determining the fairness and accuracy of newspaper stories. What investigation has been made under various conditions has shown that much of the current criticism of newspapers for distortion and suppression of news is not always founded on facts, and hence has little value in the discussion of this problem.

The character of the news furnished to newspapers by news collecting and distributing agencies like the Associated Press and the United Press as well as the use that different newspapers make of the news thus furnished, affords another large field of study. At the First National Newspaper Conference held at the University of Wisconsin in 1912, Mr. Roy W. Howard, general manager of the United Press, offered to furnish any department of journalism with a copy of the daily news report of the United Press as it was sent out to its clients together with a list of those newspapers receiving this report, in order that a careful study might be made of this problem by teachers and students of journalism. He proposed that the results of this study of the press association report and the manner in which it was used by its clients, should be brought together and presented for consideration at the second national newspaper conference. An outline for this proposed study was prepared and a number of the departments of journalism received the press association reports, but as far as is known nothing was done in regard to getting together any results that may have been obtained. As in other research work suggested in this paper, a definite plan of investigation should be adopted so that studies made in different departments of journalism may be made in accordance with a standard outline and the results brought together.

In short, a careful analysis of current newspaper practice in the handling of news should be made by teachers of journalism in coöperation, all working as far as possible on a uniform basis; and the results of this research should be published for the benefit of every one interested in journalism.

3. Influence of Editorials

To determine definitely the influence exerted by newspaper editorials is quite as difficult as to attempt to measure the effect of news stories. Since the opinions of readers are formed partly by the news itself and partly by editorial discussion of the news, it is obviously impossible in most instances to separate these two influences when they operate together. The interesting picture that Viscount Bryce[1] has given of the process by which public opinion is formed illustrates admirably the complexity of the process.

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[1] Scott, W. R., Scientific Circulation Management, Chap. XIII.

[2] Pure food campaigns in connection with advertising were condemned in a report of a special committee of the American Chemical Society at the 1916 meeting in the following words: "These special movements which have been exploited by magazines and other publications in connection with their advertising columns must be considered altogether wrong in principle and opposed to the best interests of the public."

There is opportunity, however, for a careful study of some phases of editorial influence, particularly with reference to teaching effective editorial writing. The application of the psychological principles of persuasion to editorial writing, for example, is one field in which work should be done. Practically all of the study of argumentation, including persuasion, has been done from the point of public speaking and debate or of legal arguments, rather than from that of the effective presentation of argument and appeal in editorial form.

The effectiveness of editorial campaigns as carried on from time to time in newspapers in all parts of the country might be made the subject of research by teachers of journalism especially when they are in a position to know the facts and to observe accurately the impression and the results produced. A detailed analysis of such a campaign would be a valuable contribution to the subject of the influence of editorials that would be welcomed by every instructor in journalism. Such analysis should include unsuccessful campaigns no less than successful ones. The conditions, for example, under which candidates have been elected by popular vote when their candidacy has been opposed by all or practically all of newspapers of the community, should be studied to determine the limitations of editorial influence.

4. Dramatic, Musical, and Literary Criticism

1. Bryce, James, American Commonwealth, Chap. LXXVI.

The amount and character of the criticism of concerts, plays and books that appears in American newspapers might be studied with profit both independenttly and in comparison with that in English, French, and German newspapers. In recent years legal decisions regarding the rights and the function of dramatic critics of newspapers have raised some interesting questions concerning the relation of one great public institution—the newspaper to the theatre. In this as in many similar cases it is not merely the editor of the newspaper and the proprietor that are involved, but the welfare of the public generally.

The general interest in reading—especially in the reading of current fiction—partly as the result of the increase in the number of public libraries, would seem to indicate that book reviews would be welcomed by newspaper readers, if these reviews were made interesting to the averarge reader.

Although dramatic, musical and literary criticism has not been given much prominence in the curriculum of most departments of journalism, it will, no doubt, find recognition eventually, if newspaper editors and their readers desire such criticism in their papers.

5. Practical Advice and Useful Information

1. Keeley, James, Newspaper Work. An address delivered at Notre Dame University, and published by the Chicago Tribune.

The place in the daily newspaper of such practical matters as cooking recipes, cosmetic formulas, and dress patterns, as well as advice on such matters as health, poultry, law, gardening, etiquette, money-making, and matrimony, is a subject that deserves careful consideration. Within recent years two great morning daily papers have been developed into the leading papers of the two largest cities of this country with radically different policies in the matter of publishing practical advice and useful information. The New York Times, which has been called the "World's Best Newspaper," has confined Itself almost exclusively to news and editorials; the Chicago Tribune, self-styled the "World's Greatest Newspaper," has deliberately adopted these "services to the reader" features as its former editor, Mr. James Keeley[1], has very well set forth, because it believed them to be a vital part of the function of the daily newspaper. Both papers are generally regarded as the strongest and most successful in their respective parts of the country; both apparently appeal to approximately the same class of readers not only in the cities in which they are published but in the section of the country surrounding these cities; both have about the same circulation; both command a large amount of advertising; both sell for one cent. Which shall we hold up to students as the model newspaper with reference to the character of its contents?

It is obvious when a newspaper pays large salaries to prominent persons to conduct these departments and when it devotes considerable space to these features, it must do so at the expense of news. If the primary function of a newspaper is to furnish the day's news and editorial comment, should it devote all of its available space and money to giving readers the greatest possible amount of significant news, or to giving them the best of the day's happenings and a considerable amount of practical advice and useful information? The problem should be studied.

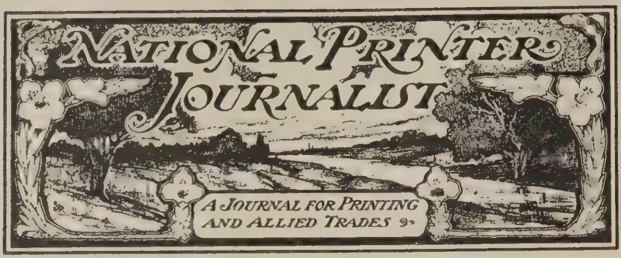
Woman's clubs, from time to time, have petitioned publishers to modify or exclude entirely the questions and answers on affairs of the heart, as well as discussions pertaining to love, marriage, and divorce in connection with these feature departments on the ground that they had an unwholesome influence on young women readers. Any serious attempt to investigate the influence of newspapers on their readers must include a study of the effect of these "heart to heart" departments.

6. Entertaining Reading Matter

The question as to the amount and the character of the entertainment that the daily newspaper should furnish turns upon some of the same points that have just been raised in connection with practical advice and useful information. That the function of the newspaper should be to entertain as well as to give news has frequently been asserted. Accordingly little incidents in the day's happenings that have no real news value are worked up into human interest and feature stories, because they make entertaining reading. Such stories even crowd news off the front page of some newspapers. Many newspapers publish novels serially, giving their readers daily installments ranging from a column or two to a whole page.

Conclusion

This paper has not undertaken to do more than suggest few of the most obvious phases of the influence of newspapers on their readers in order to bring the subject of research problems in this field before the members of this association for discussion. It is evident that much investigative work can be done by teachers of journalism. For most of the members of this body it is not only a question of finding problems to study, but of finding time in which to study the problems right at hand. If this association can be the means of calling the attention of college and university administrators to the importance of making provision for research work in the program of instructors in journalism, as provision is now made in the plan work for other departments of university instruction, teachers of journalism will be ready to take up investigative work without hesitation. If university instruction in other fields is vitalized by the research work carried on by instructors in addition to their teaching, why should not students of journalism have the advantage of the same vitalizing of instruction by reason of the research work that should be provided for in the plans of the research departments of journalism?


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
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Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, JUNE, 1916

The value of advertising service to the public is one of the subjects to be kept prominent at the Convention of the Associated Advertising Clubs of the World at Philadelphia. It is a subject, together with the best means and methods to make good, that should be made prominent in every newspaper and printing office. The Madison, Wisconsin joint convention of printers and newpaper publishers, had instructive illustrations of how printing and newspaper advertising, were to be made not only useful in speeding up sales and increasing outputs, helping merchants and manufacturers, but—which is still more important to good will and public appreciation and patronage—the enabling the advertisers and manufacturers to sell at lower prices and the purchasers to buy more intelligently and economically with full protection from misunderstanding, mistakes, or deception, while increased profit comes to printers and newspaper publishers by reason of the greater service. The printers and newspaper makers received especially valuable instruction along these lines through an illustrated lecture on "Creation—the Motive Power of Direct Advertising" by Robert C. Fay, Advertising director of the Chicago Paper Company, while the publishers were taught the ways to practical service to both advertisers and readers through the explanation and illustration of community survey by F. E. Noyes, President of the Wisconsin Daily League, and also through moving pictures, "Making Good in Chicago" showing the work of the advertising service department of the Chicago Tribune; film shown by courtesy of the Chicago Tribune.

Advertising should be made one of the most popular interesting, instructive and helpful departments of the newspaper. The Pittsburgh, Pa., Daily Leader in commenting on this subject rightly states: "The advertising club movement is founded upon the knowledge that advertising, skillfully handled, is a public benefit, saving the public's money and time, standardizing qualities and making buying safer and easier."

Honest, useful service is the keynote of continued progress and permanent success in this age, though such service must rest on preparedness, high purpose, and decision.

* * *

Community specialization is essential to the work of the home newspaper maker. Therein is no narrowness but a broadness as great as human nature, human aspirations and sentiments, as human joy, toil, hope and sorrow. Goldsmith's Vicar of Wakefield and his Deserted Village, are read by the whole world, a hundred years after they were written, though they are only the stories of village and rural life in England. These works live to entertain and instruct because Goldsmith specialized on the individual, the home, the family and the church, guided by an understanding, loving, sympathetic heart.

The Philadephia Public Ledger, in a recent articles on "The Country Editor" philosophizes as to one of the most perfectly ideal editors of a home newspaper, in the following delightful and instructive manner:

When William Allen White writes of a little town he writes with sympathy. He lived in one and loved it, and put it on the map when in his own "country newspaper" he printed the editorial "What's the Matter With Kansas?" He is one of those happily constituted writing mortals who in a single "coup d'oeil" command a sweep of the horizon, and command it accurately; and his resultant comment is more nearly American than anything we get in the way of literature from our poetasters. The little paper, true to the life of its own town, fits its constituency, guages the popular taste and is truthful, or it is immediately penalized. For public opinion in a little town has things all its own way when once it has been roused. In a place where everybody knows everybody else the sinner's perdition comes to him hot from the griddle and the saint's halo is conferred at electric speed. For the editorial sanctum is at the street level and the door stands always ajar. To this open-eyed and tender-hearted Kansas editor the newspaper of a country town is a voice and a confluence of voices. He hears it speaking a language known of the man in the street, the clerk at the counter, the hired man in the hayfield or the furrow and the girl who sweeps and dusts with a towel round her head and is singing at her work. "Provincial" these papers are, because they practice the fine art of specialization in the range of interests of their own community, among the persons everybody knows.

* * *

Could not the American press unite in a campaign of education as to the nature of our free Republic and the whole philosophy of its honest administration as a prectical business proposition with the good, safety, well-being and prosperity of each and all the simple object? Could it not be made clearer that the duty of public officials is wholly to perform the necessary work, honestly, intelligently, economically, industriously and efficiently as the paid employees of all the people? In the matter of tariff legislation, the point has already been reached by both great political parties, where it has been admitted that the whole matter should be placed in the hands of an expert, non partisan commission, who could report such tariffs as would afford the required revenue and give proper protection of the best interests of all. Let us all get down to honest business in government.

* * *

All business, and even all friendship, to be enduring and worth while, must be reciprocal. Yet, strange as it may seem, there are those who expect always to be the recipients without feeling any disposition or obligation to reciprocate even for the generous and constant help of the press. We notice that a Montana newspaper has recently been criticized or blamed by certain attorneys—who do not advertise—because their names were omitted from the mention of cases with which they were affiliated. It is more or less contrary to the antiquated code of ethics of lawyers, physicians, and clergymen to advertise, but the newspaper man is expected to advertise their successful practice or doings, without any hope of reward or thanks for the expense of typesetting, proofreading, ink, paper, presswork and distribution, superintendence, rent, taxes and interest or for the editorial or reportorial ability and time required and expended, and if the editor fails in this voluntary service, he must face ill will, censure and secret attacks on the good name, standing, or value of his publication. Coolly to demand and ruthlessly to use the goods of another, the professional services of a newspaper, is ethical but to pay for the same is unethical. However, the members of these three professions are by no means the only offenders. To escape free advertising schemes requires constant watchfulness. To be unrequited, ignored, slighted, and often treated unjustly by those, who have been helped through generous publicity, to notice, employment, coveted fame and success, are things harder to bear than the boils of patient, old Job. Such treatment of the forebearing newspaper is true of others than lawyers, who receive favors and of whom the Butte Miner states: "They forget, most conveniently, whenever they get what they think is a good chance, to say an unkind word about the newspapers."

* * *

The World's Salesmanship Congress at Detroit, Mich., July 9-13, promises to be only second in importance and value to that of the Advertising Clubs at Philapelphia. The activity in efforts, for better, more worthy and more serviceable methods of salesmanship, is one of the encouraging signs of a substantial and worthy progress. Trade, honestly and intelligently conducted, altruistic with all, has become the world's greatest, broadest and most effective evangelism, tending to the establishing of the world's peace, good will and a brotherhood of interest and understanding among the people of all the nations of earth and preparing the way for the Gospel of love, righteousness and Christian fellowship. It is eminently fit that the Congress of Salesmanship should be signalized and ushered in by the occupation of the leading pulpits of Detroit by the leaders of this new evangelism of business for the well being of all, to present the new gospel of true business principles in lay sermons, on this one subject, "The Ethics of Salesmanship."

Men must be right in their callings, in their every day business, or else they cannot be right in their religion, or patriotism. Man's loyalty to God and to country must begin with, and rest upon, performance of duty to fellow men.

In all discussions as to preparedness, it must be understood that there must be an intelligent spirit of unwavering loyalty to highest principles of integrity and humanity, and also coöperation in the affairs and obligations of every day life.

The preparedness of armies and armaments amount to little without a preparedness, and an esprit de corps, among all engaged in the country's industries and in the trade and commerce, as distributors of products, on which the industries depend. There must be industrial co-operation and mobilization for economical and adequate distribution, through honest salesmanship for the abundant supply of all, in order to the well being and prosperity in times of peace, as well as for adequate defense and safety in times of war. Those engaged in distribution, or salesmanship, are situated to know the demands, and, with a full understanding, ought to afford the most practical aid for organizing and maintaining, and so mobilizing the industires of the country and so conserving economic resources as to insure the ability to meet all wants at all times and on all occasions. Among the topics named on the program for discussion at this Congress, worthy of especial commendation, are: "Integrity," "Loyalty," "Perserverance," Coöperation," "Health," "Knowledge of Product," "Ethics of Salesmanship." These questions involve general principles necessary to all worthy clean salesmanship. There are scores of other topics concerning matters and methods of direct application and practice.

* * *

At the second meeting of the Minnesota Editorial Association, among the important subjects presented and considered, as has already been noted, was that of ad clubs. In view of the convention of the Associated Advertising Clubs of the World in Philadelphia, it is an opportune time to consider the formation of clubs. The address of J. W. Hastie, chairman of the Minneapolis Advertising Forum, which was printed in our March issue, and the reports from different cities of Minnesota, enforced the direct value of such clubs to every city looking forward to improvement and upbuilding. Red Wing reported one of the good results of the club had been the bringing of business competitors together on a common ground of mutual understanding. Northfield reported that, among other things, the local advertising club had organized co-operative sales days and bargain days. Doubtless almost unlimited numbers of benefits will be brought out at the Philadelphia convention where it is expected twelve thousand active workers will be present.

By the way, the Minnesota Editorial Association, that has been working along practical lines for many years in promotion and securing advertising, has reached the wise conclusion that it requires money to conduct an advertising campaign, and a committee appointed in 1915 reported a recommendation

"That the publishers of newspaperrs belonging to the State Editorial association should immediately appropriate $5,000 to pay preliminary expenses of an organized campaign for foreign advertising.

"To create this fund it was recommended that each publisher contribute one-half of one per cent of his gross receipts for the past year. It was urged further that a central ad bureau be established, and that an experienced field man be employed."

* * *

The University of Montana has arranged a one and one-third rate over the railway lines in that state, to students attending the Summer Sessions, with an added refund rebate, to those who have lived in Montana, of all round trip railway fare less five dollars. This is a substantial aid and encouragement to those who can avail themselves of the benefits of the Summer Session. Teachers in botany are asked to bring with them their collection of local flora. All this and much more in practical co-operation and instruction shows a great advance, in a practical business co-operation and educational methods over conditions in colleges and universities some fifty years ago. The schools are not only better furnished in teaching force and in equipment, but are vastly more practical, more in touch with the spirit of service and substantial helpfulness. Universities and colleges used to be things apart, places separated from the world, from every day affairs—places alone for mental culture and scholarship, leaving all that concerned actual life to be acquired after the ideal culture or scholarship had been acquired. We do not believe the scholarship need suffer by the change that has been made, but do believe that the young men and women should come from their studies better equipped to enter successful and useful careers in actual life, while the per cent of the really educated and scholarly, in proportion to the population, is greatly increased, as well as made usefully available for the callings and activties of life.

Country-Wide National Defense Canvass

An Appeal to the Seven Hundred Organizations of the Chamber of Commerce of the United States—Probably the Most Extensive Effort of Its Kind Ever Made—to Determine the Exact Sentiment of the Country Towards National Defense.

Chamber of Commerce, Washington, D. C.

HOW the people of the country really feel toward the subject of national defense—which up to this time has been largely a matter of conjecture—may be learned as a result of a canvass just begun by the Chamber of Commerce of the United States. It will be, it is said, the most thorough and comprehensive effort ever made to ascertain country-wide sentiment on a question so prominently before the people and Congress. A referendum—the fifteenth since the organization of the National Chamber—has gone to 700 commercial bodies, to every state in the Union, representing some 300,000 business men. Our insular possessions and also many American chambers of commerce abroad will be heard from. These commerical bodies will be asked to vote for or against recommendations contained in the report of a special committee, of which Bascom Little, of Cleveland, is the chairman.

What the National Chamber Committee Recommends

This committee recommends that, for the preservation of the peace and honor of the United States, the national defense forces both on sea and land should be so increased and the industrial resources so coördinated as to make fully available the military, industrial, and financial strength of the nation. It is urged that a body in the nature of a council of national defense be created by law to assist in the development of an adequate and continuing policy for national defense.

The committee recommends that a staff of industrial mobilization be forthwith created by law and so organized and maintained in times of peace as to insure the most effective use of the economic resources of the United States in case of war: It is advocated that a program of naval construction be adopted immediately, sufficient to restore the United States at least to its former position of second naval power in the Atlantic, with a surplus in the Pacific sufficient to protect the coasts, its possessions, its trade routes, the Canal Zone and adjacent territory.

The committee asks to have created by law a general staff for the navy by strengthening the present Office of Naval Operations of the Navy Department, or otherwise. A recommendation is made that the regular army be increased until it, together with its trained reserves, shall be sufficient to furnish the first line of land defense as recommended by the General Staff of the Army, or by the Council of National Defense or similar body after it has been created by law.

Universal Training Urged

The committee, recognizing the military obligation equally with the civic obligation as a fundamental duty of democratic citizenship in a republic and to establish a system which will affect every man alike, recommends that universal military training be adopted as a fundamental democratic principle of our military policy and be enforced by law to furnish adequate land, sea and industrial forces in peace and war. Recognizing that the constituent elements of necessary war material are of such infinite variety that they cannot all be produced in government plants in time of war but are and must be produced in highly diversified and specialized industries, the committee recommends that a fundamental feature of the national policy for supplying war material should be to educate private industry in time of peace in the manufacture of such material, under mutually prearranged government regulation of prices, rather than to trust to production in government plants alone.

The committee urges that the educative arrangements with private manufacturers for the production of war material in time of peace serve not only to supply current needs of the army and navy but also to accumulate a reserve of war material sufficient to supply our land and sea forces, both regular and reserve, from the beginning of a possible war until such time as the industries of the country can produce the increased supplies then requisite. Finally, it is proposed that an adequate number of commissioned and non-commissioned officers be added to the regular army for detached service and that a properly trained Officers' Reserve Corps be created sufficient to officer the very large number of men who would have to be raised immediately in the event of war.

Industrial Foresight

"With a strong navy and with the nucleus of an adequate army, together with a proper organization of our industrial resources our diplomatic utterances should have so much weight that actual war would be a remote contingency. With such an organization for preparedness, on a firm working basis, it is inconceivable that a first-class power would attempt to invade this country, unless the provocation were very great. If such a system be regarded as preventive insurance, it is insurance without cost, for it would be more than paid for by the development of industrial efficiency and harmony that would follow its adoption. Economy, rapidity of production, better distribution of labor, and a fine sense of collective responsibility on the part of everyone would result."

⁂

WILSON AS AN "AD" WRITER

Editorial from St. Louis Post-Dispatch, March 4, 1916

President Wilson lends a hand to advertise advertising, and a capable hand at that. Come to think of it, nobody knows better than a President the importance of advertising of the right sort—and that is the subject of his letter to the Associated Advertising Clubs. "The country is to be congratulated," writes Mr. Wilson, "on the work of the Associated Advertising Clubs to establish and enforce a code of ethics based upon candid truth that shall govern advertising methods."

Assuming that the attractive and forceful phrase "a code of ethics based upon candid truth" is his own, Mr. Wilson is entitled to a high place among the "ad" writers of his day. Simple language gracefully used, a stippled legend that stands out like a sign in electric lights, it epitomizes the ideal for which honest advertising men are striving. (Taken as a whole, the Wilson letter stands as a vital example of the basic advertising proposition that truth ought to be no less interesting than it is genuine. Incidently the fault in some advertising goes beyond its falsity—it lacks even the merit of being entertaining.)

To lay emphasis on honesty in advertising is a great work, and a tribute to the advertising men who are undertaking it in an effective manner. When they shall have established and enforced a code of ethics based upon candor they will have raised their calling to a profession—the high profession of truth-telling. To deepen the sense of public obligation of business men will work nothing less than a profound sociological and economic reform—worth more than a thousand Sherman acts, pure food laws, statutes of fraud, and doing away with the vicious principle of "Caveat Emptor," "Let the buyer beware"—that has impliedly sanctioned want of candor in the seller. The sort of honesty which will make all men cry their wares truthfully and give value received to the public will ramify through every department and function of commerce, of finance and even of government. It is a consummation devoutly to be wished and advertised and in the language of "Ad" Writer Wilson—a "conception which is one of the inspiring things in our outlook upon the future of national development."

To get down to brass tacks, honest advertising men can go a long way to compel honesty in the business which they serve.

* * *

AN EXCHANGE OF OPINIONS WANTED

Past President R. E. Dowdell Offers Revolutionary Ideas

Artesian, So. Dak., Apr. 13, 1916.

B. B. and Benj. S. Herbert, Chicago, Ill.

Friends Herbert: I have before me a copy of the Argus-Leader in which is an extract from a talk given by me to our home people, relative to three new and revolutionary ideas, that is: First, the abolition of the State Legislature; Second, combined military training and public service; and Third, graduated progressive income tax on incomes above $8,000 sufficient in amount to maintain the army instead of a tariff tax against the necessities of life not yet acquired.

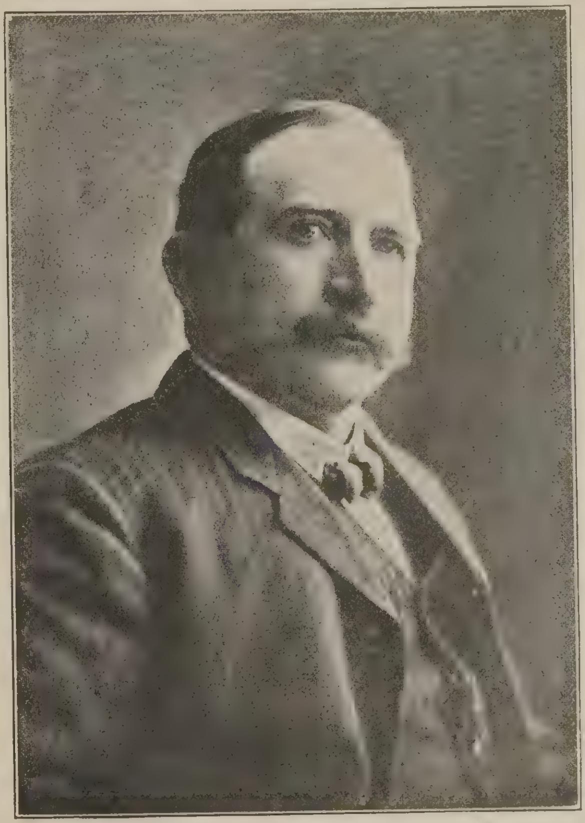
Now I thought if you could get this speech in your publication it might attract the attention of the editors of the country to a greater degree than if published in any other journal. And I would like so much to see newspaper boys take these propositions up and discuss them, whether their deductions be for or against my idea. Should you publish this in your journal I wish you would request them to send a copy of their comments to me at Artesian, S. D. Trusting that we may renew acquaintances again the coming season and that you may receive what is coming to you at the earliest possible date, I beg to remain,

Respectfully yours,
R. E. DOWDELL.

In response to a petition signed by about thirty of the local business men, R. E. Dowdell, state senator, and for the past twenty-five or thirty years prominent in business and political affairs of the state, made an address in the local opera house, confining his remarks to three topics of general interest in which the people of South Dakota are displaying a great deal of interest. He based his address on the following resolutions, which he had offered at the state booster meeting at Huron, and at a Democratic mass meeting at Mitchell, the latter meeting having promised a full hearing at the coming Democratic state convention:

"Whereas, By reason of a recent amendment to the Federal Constitution the people are now privileged to elect their United States Senators by direct vote thereby removing the obstacle which has long stood in the way of abolishing our cumbersome, inefficient, expensive state legislature. Therefore

"Be It Resolved, We favor the abolition of that body and the election in its stead of an assembly of not to exceed one member from each judicial circuit clothed with all the powers and prerogatives of our present legislature, all acts of which shall be subject to the initiative and referendum and its members to recall.



Past President R. E. Dowdell

"Whereas, It is apparent to the citizens here present that this nation through its president and congress is about to embark upon a period of increased military preparedness, which will call to the services of their country millions of our most useful boys and men, and

"Whereas, In conjunction with the military training, such army can be employed in the construction of national highways across our continent, which in event of an army of invasion are sure to become the chief asset of our national preparedness, and

"Whereas, A daily compensation in sufficient amount can be paid to attract the best of virile manhood to the service of our country, making our army of defense an asset instead of a liability. Therefore,

"Be It Resolved, That it is the sense of this congress that the period of enlistment should be reduced to one year of military training combined with public service, in lieu of three years of periodical training and enforced idleness to the end that the volunteer may return to private life better fitted to meet the demands of private citizenship than he was prior to such service.

Whereas, Armies are maintained in defense of property as well as in defense of life,

"Therefore, We favor a graduated, progressive income tax against fortunes already acquired, sufficient to maintain such army in lieu of a tariff tax against the necessities of life which men most likely to do the defending have not, but must acquire in order that life may be sustained and properly defended."

Senator Dowdell stated in part that for more than one hundred and forty years the federal constitution compelled us to continue the legislative farce as only through that body could we secure our United States Senators. We have, he added, abolished that delegated power and today elect our senators by direct vote and the people now propose to abolish the farce.

"This done," said the speaker, "seventy-five per cent of our more than six thousand pages of so-called laws will be repealed; the remainder written to be understood instead of misconstrued; our charitable, penal and educational institutions will cease to be political footballs, appropriation bills no longer will be used as clubs to secure laws promoting special privilege; state expenses reduced one half; assemblymen and governor, who should be elected every six years, with the power of recall in the hands of the people, will serve their creators and 'we, the assembly,' never will be guilty of repealing, 'we, the people,' and the present state house will be large enough for all time."

Senator Dowdell's proposition to abolish the legislature is expected to be discussed at length throughout South Dakota during the coming campaign. On the question of military training and other subjects the speaker said in part:

"The proposed military training and public service combined means the lessening of our war burdens, hard roads upon which to move an army and the return to private life of men equipped for better citizenship by reason of such service, in lieu of debauched, professional idlers. It is a sad commentary that any so-called Christian nation should levy a tariff on the necessities of life to maintain an army in defense of property. Under such a method a man with a wife and ten children sleeping under rented shingles contributes six times as much to support such army in defense of property on the food and clothing needed as does the man with a wife and poodle living in a brown stone front with millions of property to defend."

At this juncture in the address cards were distributed in the audience with a request that every citizen present write the word "Yes" or "No" upon the card, that the speaker might know what per cent of his audience was in accord with him on the new propositions submitted, Senator Dowdell being particular to request his auditors to write "No" just as willingly as "Yes," as it was the true sense of the audience he wished to ascertain. The speaker was gratified when out of the ninety-three cards returned, ninty-one of them were "Yes."

In conclusion the speaker said: "Is our state legislature an expensive joke? Does an army held in idleness mean a burden to those who toil? Does such idleness destroy the citizen? Would hard roads be our chief preparedness against an army of invasion,? Is a tariff tax on the unacquired necessities of life just? Should acquired fortunes contribute to the support of the army of defense an amount commensurate with the size of the fortune?"

Senator Dowdell has accepted invitations to discuss these matters in different parts of South Dakota.

JAMES MELVIN LEE

Director of Journalism Department of New York University—How the Editor of a Humorous Paper Became a Director of One of the Largest Schools of Journalism in the U. S. and Organized His Teaching Force

The funniest thing about James Melvin Lee, former editor of "Judge" and now Director of the Department of Journalism at New York University, is that he isn't funny at all. That is, not at first glance. If a city editor were to detail his best reporter to go out on the streets of New York and pick up the first "Up-stater" he caught doing Broadway, he'd meet James Melvin, sure as fate. A typical Up-state-Sunday-go-to-meeting black suit, a tie and a derby of the same somber hue are the hallmarks of this humorist who has built one of the largest schools of journalism in the United States. The only direct inroad the metropolis has been able to make upon Mr. Lee appears in the nature of a cane which he is apt to bring down to his office on those days when he has a conference slated with some well-known newspaper publisher. The cane appeared sometime between Mr. Lee's resignation from "Judge" and the completion of his first year at the university. It is a perfectly good cane—that is, it was some fifty years ago when Mr. Lee's great-grandfather first cut it for a shepherd's staff. But then, what's the use of being a humorist if you have to appear funny all the time?

Jas. Melvin Lee, Director of the Department of Journalism of New York University, who has just been elected President of the American Association of Journalism Teachers.

As has been said, the funniest thing about this director of a school of journalism is the fact that he isn't funny. He doesn't see anything particularly side-splitting in the fact that with absolutely no endowment or big newspaper connections he has been able to attract so many students to his school of journalism. It all seems perfectly natural to him.

"The humor," he explains, "comes from the attempt of those newspaper schools that try to turn out finished editors and editorial writers. We are in our shirt sleeves trying to make good, robust fellows to do reporting."

He doesn't see anything laughable in the fact that he believes in teaching men the art of hard work—teaching them hard work and then believing that the ethics of this work will take care of itself.

"Don't you teach the ethics of journalism?" he was asked by a prominent theologian not long ago.

"I would if I knew where the durned thing lived," he replied, in all seriousness. What can be done with a humorist of that density? Nothing, except to let him go ahead in his Sunday-go-to-meetin' blacks, with his grandfather cane and his black derby, doing just as he pleases, when he pleases.

This seems to have been the attitude of Dean Johnson of New York University when he took Mr. Lee out of his soft-cushioned chair on "Judge" and told him, "I want you to build me a department of journalism."

"There's a desk and a stenographer waiting for you up on the roof," the Dean told him. "Go as far as you like."

Humorist Lee, of course, took his orders seriously. Words were meant to convey meaning, not to conceal it. "Go as far as you like," to him meant—"Go farther than any of the other fellows in this school of journalism business have gone." He did so.

Mr. Lee had his own ideas about choosing a faculty. Out of the hundreds of young writers and newspaper workers of his acquaintance he inquired the names of editors and newspaper workers who had really given them helpful advice and courage in their work. When he had narrowed the names down he went around personally and asked them to join him in the work.

The first objection raised was always: "But I can't afford to give up a high-priced newspaper job to go into teaching."

"No," Mr. Lee would reply. "If you can't teach and do your newspaper work, too, I don't want you. My faculty is to be made up of men who are actually engaged in newspaper and magazine work. And what's more, I shall expect you to bring your students down here to your shop and put them to work when they are not buzzing over their books. We're out to make good, competent newspaper reporters. We haven't got any time to talk about it."

With two exceptions, Mr. Lee landed his man. It was that practical talk about the reporter that got the working newspaper man. It got him at first, but a little later when he realized what Director Lee meant by making an efficient reporter he hesitated for second sober thought.

Some old-school newspaper men will tell you that Humorist Lee never did anything funnier than when with practical shop talk, he roped in a faculty of newspaper and magazine editors on his staff and then proceeded to make idealists of them all before they had been in his shop ten weeks. The fun lies in Mr. Lee's idea of the equipment of an efficient reporter.

"Teach him the knock down, brass tacks of his job," directed the Director, "but with it give him an education that will make him able to meet the best of men on their own footing. The newspaper reporter of today and tomorrow must be fully as much a gentleman, as genuine, as confident of himself and the profession for which he stands as the representative of any other serious profession. A nose for news is a splendid thing; a brain and heart for news reach just one step further in the evolution of the writing man. When a reporter comes sneaking into me as though he were ashamed of being in existence I show him the door. (This is a case of bad reporting on Mr. Lee's part. In reality he offers him a stogie—the kind that made Pittsburgh famous—and talks to him for two hours). I want a newspaper reporter to walk into me as though he owned the earth. I want him to have cause for that self-respect and confidence in himself."

Associated with Director Lee in his work at New York University are George T. Hughes, City Editor of "The New York Globe"; Royal J. Davis, Literary Editor of "The New York Evening Post"; William C. Roberts, Editor of the "Topics of the Day" Department of "The Literary Digest"; Arthur Guiterman, of the editorial staff of "The Woman's Home Companion." Albert Frederick Wilson, a former magazine editor, is in charge of the magazine writing classes. One of his students, Benjamin Rosenblatt, wrote the best short story of 1915, according to a review of magazine fiction published in "The Boston Transcript" early in 1916. His course in journalism 29-32 is known as "The Fiction Factory," so successful are its students in selling manuscripts to editors.

LOW COST ELECTRIC METAL POT HEATING

The application of electric heating to the metal pots of Linotypes and similar machines has advanced to a quite appreciable extent the quality of the work produced. The many advantages of electric heating in the way of producing close grained slugs with perfect printing surfaces, and, in fact, along the whole line of composing room efficiency, have already been dwelt upon at such length that almost everyone is familiar with them.

Many users of these electrical heaters have said that they would continue to use them even though the cost of the current were several times the present figure. As a matter of fact, however, the cost for electrical service of this kind has been steadily reduced, until at the present time there are probably but few places where it would not be actually cheaper than any other method of heating. Especially true is this of the districts where gasoline is still employed.

Not content with the present state of affairs, however, the Mergenthaler Linotype Company, who are sole selling agents for the Cutler-Hammer Electric Linotype Pot, are carrying on a nation-wide campaign for the downward revision of the existing rates for electrical heating. The time would therefore seem propitious for those who have not already adopted the electric pot to make the change and fully modernize their machines.

We suggest that you get in touch with the manufacturers of your composing machine and see what they can do for you. If you have not considered the electric pot situation at all, it would be well to send for descriptive literature.

In the case of the Cutler-Hammer Pot, the feature brought out most strongly is the fact that the heaters are of the immersion type; that is, they are placed directly in the molten metal itself. Thus full thermal efficiency is secured, there being no loss of heat in passing through the walls of the pot.

ETHICS OF THE NEWSPAPER PROFESSION

By Melvin Hull, Journal, Black River Falls, Wis.

THERE are three great factors in the development of the people, the church, the school and the newspaper. They go hand in hand in the general movement for better conditions, better citizenship and better times. Their influence is paramount in so many ways that neither community or state could hope to make progress without it. They are a part of the age in which we live, and so great a part that their power cannot be estimated.

One of the first things necessary to a successful newspaper is the recognition of the resposibility which it owes to the community in which it is published, and to the state. This responsibility is joined with the duty which the newspaper owes to its readers. If it is to be a developing factor in the community, it must be a medium which may be relied upon for the honesty of its news columns and the integrity of its opinions. Like the church and the school it must fully perform its mission.

It can answer to its full responsibility and perform its full duty only by having the confidence of the public. Without that confidence it may thrive for a time, serve an occasional good purpose, and perhaps perform some good service, but in the end it will go the way of the dishonest in all pursuits and be cast out. The spirit of fairness and justice and the institution of honesty are so dominent in the minds of the people that they will permit only temporary success to any institution which runs contrary to their conscience.

Confidence in a newspaper is gained in the same manner as confidence in an individual. It is not established over night, nor is gained by the idle protestation of qualities which it does not prove to possess. It is worked into by constantly keeping in mind its lofty purpose and public spirit.

To gain that confidence the news columns should be fair and impartial. Articles should be published because of their news value and not because of those whom they may directly concern. Constant expressions of approbation and favor in one direction, and equally constant expressions of disapproval and condemnation in another are not likely to impress people as fair, nor will such a policy go far to beget a feeling of confidence toward the publication.

In the larger matters of public concern, such as the politics of the city or the policy of its government, the development of its opportunities or the enlargement of its opportunities are often the stumbling blocks to newspapers. With opinion running strong in one direction or another, the newspaper which is swept from its course by the strength of its convictions and permits its biased views to dominate its news columns is likely to loose much of the confidence, which it may have been years in attaining. In such matters the people want the truth, they want to know what and why as to the whole subject under discussion. They look to the newspapers for it. If the newspaper is either untruthful or unfair, the means of better knowledge are so near at hand that the truth is not long in coming to the surface, and the newspaper suffers accordingly. It is better for the newspaper to take the greatest pains in laying whole situations frankly before its readers, even though some facts, which may appear, are contrary to the wishes of the editor. If the facts are such that the arguments on the editorial page cannot sway public opinion in another direction, the situation will not be aided by garbled news accounts.

In a general way it should be the policy of the paper to deal out exact justice to all people. Neither party affiliation or local line-up should cause a newspaper to be any less of a newspaper that it rightfully should be.

In the treatment of individuals and enterprises, the newspaper should be equally just. Every man who is a factor in community life, and every institution which is contributing to its development should be given such consideration as may be demanded from the news columns from time to time.

In state and national affairs it is equally important that the news space should not show the bias of the editorial column. But few people read a newspaper for its partisanship, and even those who do should not be misled by wrong or doctored accounts of important affairs. Some papers may succeed in running columns which give to their readers only such information as suits their partisan purposes, but there are other papers, and from other papers their general policy will become known. When it becomes known neither the news nor the editorial columns will thereafter be read with much confidence.

In these days when almost every large corporation has its press agent, and when publicity is sought in so many guises, the duty of newspapers in guiding the public against wrong or distorted information is greater than ever. Every mail brings to the editorial desk a mass of matter with a request for free space, and in almost every instance the press bureau which furnishes it has reasons for desiring to use the news columns rather than frankly using the advertising columns. Some such bureaus have become notorious in the past year or so because of their methods of garbing the facts as to their special interest in news form and widely procuring the publication of their articles.

The newspaper owes no greater responsibility to the public than to put a stop to the practices of such press bureaus, and it may be done most effectively by refusing publication.

The newspaper which permits its columns to be filled with misleading articles, simply because they come in convenient form and tell an interesting story which hides the ulterior purpose of the perpetrators of the outrage upon the people, is doing more than a little to lose the confidence of the public. The fact that such matter may be furnished in free plate form does not make it a less costly experiment for the publisher. The loss in prestige is many times as great as the saving made.

The abuse of the press bureau should be stopped. The bureaus have a legitimate function when legitimately conducted, but when maintained at great cost by mysterious backers, and for the sole purpose of advertising special interests by misleading the public, their main purpose is to make the newspaper a catspaw, and even that without remuneration. Every self-respecting publisher should not only refuse such matter, but he should not be sparing in condemnation of the methods. The people are entitled to a fair deal, and they cannot get it when their opinions are formed upon supposed facts, distorted and garbled to create a bias for or against a proposition for a selfish, mercenary purpose.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

CRISPIN J. WEBB, publisher of the Republican, Wessington Springs, S. D., writing in one of the leading trade papers some time ago, expressed a thought near to my heart when he wrote as follows:

> Much has been said in regard to the "cash-in-advance" plan. Now there is hardly a publisher but what asks the supscription price in advance. It seems to me that what is wanted is "the stop-on-expiration plan. "Cash in advance" doesn't accomplish anything unless the stop on expiration is adopted. I am in favor of changing the battle cry of "cash in advance" to "stop on expiration." A smaller list and hard cash for every subscription means Money with a capital M to the publisher. And more money means a better paper and a better paper spells success.

Readers of this department of the National Printer-Journalist know well that the foregoing is exactly in harmony with that which I have been endeavoring to instill into the hearts of every newspaper man for several years.

Of course, we all realize that every home newspaper of standard size is worth at least $1.50 per year, and "cash-in-advance" has been the motto of all home weekly publishers as far back as I can remember. But, they haven't all gotten the "cash in advance," as Brother Webb intimates, nor pretended to get it, simply because the papers were not stopped at the time of expiration of the subscription.

By experience I know the general public really likes this "stop-at-time-of-expiration" plan, and, if all publishers would rigidly adopt it, it would become not only easy to carry out, but simultaneously an inestimable blessing to the fraternity.

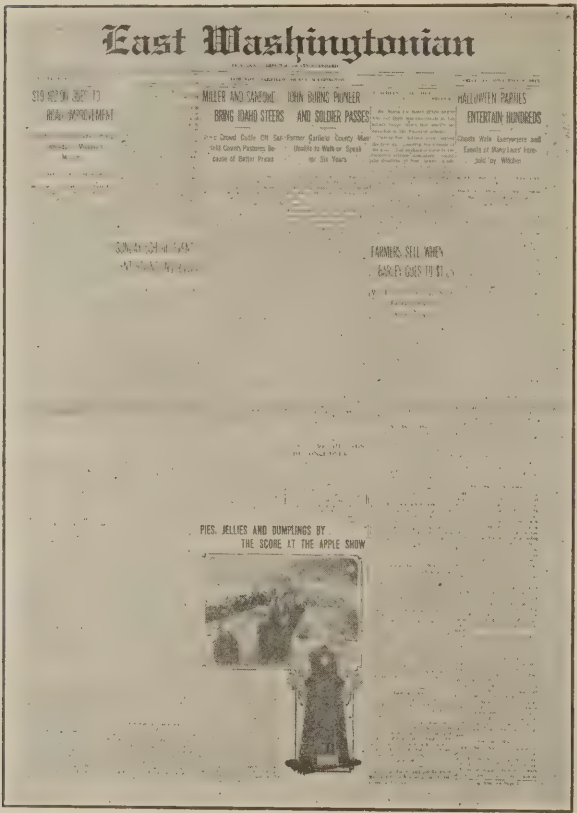
I suppose a large circulation will never cease to be attractive to a newspaper maker; but even advertisers have begun to prefer a small bona fide list to an inflated one, and, anyway, unless one's circulation brings him a profit, the modern publisher is beginning to see that its value to him is nil. Hence, he cultivates the courage to lop off from month to month the names of all subscribers who have failed to renew.

While I am aware that it is a most daring thing to do, still I attest that it is the only fair way of running a newspaper—the only way that is fair to both publisher and subscriber.

◆ ◆

> Pomeroy, Wash., November 5, 1915.
>
> Mr. O. Byron Copper, De Soto, Wisconsin.
>
> Dear Mr. Copper: For quite awhile I've been intending to write you, thanking you for your great kindness in the matter of that recommendation with which you furnished me. It did its work in great shape, but just about the time the appointments were to be ratified the president of the university last his own official berth, and the whole plan for a mechanical equipment was lost. Things now look as if it will come next year. I've tried to excuse myself for not writing before by the fact that my father and I, with a boy from the University of Washington who is learning the mechanical work, are alone on the Washingtonian, and as our job work is going about $275 a month and I have to get two or three hours a day on the news end as well as all the work in the back office, the time is pretty well taken up.
>
> I've also wanted to write you about how we have followed your suggestion for more country correspondence. As you will see by the copy of this week's paper, we are carrying about 80 inches of this matter. We give every little story a date line, and when the correspondent fails to get in his dope we phone him for news the day before publication. We have a county of slightly over 5,000—in the last two years our circulation has increased from 1,100 to 1,650 paid—which surely testifies that the correspondence plan is mighty good. We also run "school reports" every month from every country district, giving the attendance and the names of pupils neither absent nor tardy for the month. And many times the teacher sends in a string of local notes with the school report. We think that this country publicity plan has done more to build up the paper than any other one thing.
>
> I am inclosing a rate card which I just printed. Hope you won't object to my use of your statement as publicity.
>
> Again thanking you for many kindnesses, and assistance, believe me, Most sincerely yours,
>
> RAY McCLUNG.

As a matter of fact, Brother McClung will note that I have been about as slow in attending to his esteemed contribution as he confesses to have been in responding to my letter referred to above. My excuse, like his, is a legitimate one—busy-ness. Without pausing to comment upon the second interesting paragraph of the foregoing letter, I hasten to reproduce herewith the first page of this copy of the East Washingtonian, as exhibit 1. Its correctness and beauty are at once apparent; but I would suggest that hereafter less space be inserted between the two principal lines of the double deck heads. A nonpareil, instead of the present pica, is sufficient. In looking thru this paper further, I regret to discover also that better system is not employed in the arrangement of the displayed advertisements, which instead of being neatly and systematically gathered to the right hand sides of the pages, are scattered promiscuously about, no doubt in order to give the various advertisers their preferred positions, but with the deplorable result of making it appear as actually accidental. In this issue of the East Washingtonian there is an editorial which also interests me. It is the editor's reply to an attack from a contemporary, who evidently attempted to adversely criticise the East Washingtonian in regard to its typography as pertaining to division of words and punctuation—a foolish topic over which more than these two printers have quarreled. In this reply the Washingtonian editor well says:



East Washingtonian

MILLER AND SANFORD BRING IDAHO STEERS

JOHN BURNS PIONEER AND SOLDIER PASSES

HALLOWEEN PARTIES ENTERTAIN HUNDREDS

FARMERS SELL WHEN BARLEY GOES TO $1

PIES, JELLIES AND DUMPLINGS BY THE SCORE AT THE APPLE SHOW

Exhibit No. 1

> There are no hard and fast rules for grammatical or other punctuation here. Clearness is the sole aim—the only intelligent aim. No two persons, having passed the first primer stage in writing, punctuate alike. As commas supplant parentheses, and in their turn are rejected by the weight of best usage and custom, the set rules for punctuation necessarily change as do all other elements for conveying thought by language. And the old time restrictions as to divisions are passing, too. Thus the rule designating "ed" as the only admissible two-letter "carry-over" has gone down the line with the old fashioned hand compositor. To divide a syllable is not good form, of course. Not so much, however, because it violates a set rule as that it confuses the mind of the reader. But the scrupulous observance of any rule, other than common sense, in this respect is going to the junk-heap with the over-hyphenated lists of Chaucer and Shakespeare. Hundreds of words once correctly in use as compounds are solid words today. Hundreds of others used as compounds today by certain eminent writers are used as solids by others, just as able.
>
> Usage and custom make and change words and their meanings and relations, and necessarily determine and change the position of "points." Many of the leading newspapers now omit the apostrophe from the word "Hallowe'en," and it would be pedantic to insist that this omission is a fault.

And from the introduction to this editor's remarks I glean this fine, true thought, which is good enough to be clipped and pasted in the editorial scrap book for use in some future emergency:

> The Washingtonian is too busy gathering and printing the news to devote much space to a wrangle. We believe experience has taught us that controversies and disputes between newspapers are obnoxius to the public. When a paper makes a bid for notoriety through the practice of this method it is, in that respect, injuring itself alone. There is a disposition on the part of the public to consider that the accuser has applied to the conduct or ability of another the standard by which he himself should be measured.

Perhaps the East Washingtonian is not above adverse criticism — few things made by human hands are — but it is nevertheless a very good newspaper, as attested by the fact that more than 1,600 people pay for the privilege of reading it every week, which, as its editor wisely says in the following paragraph, is the true test of efficiency:

> The Washingtonian invites criticism, gets it every week from eminent journalists; also by some 6,000 intelligent readers, wherein, above all lies the true test of efficiency.

◆ ◆

Enderlin, North Dakota, November 24, 1915.

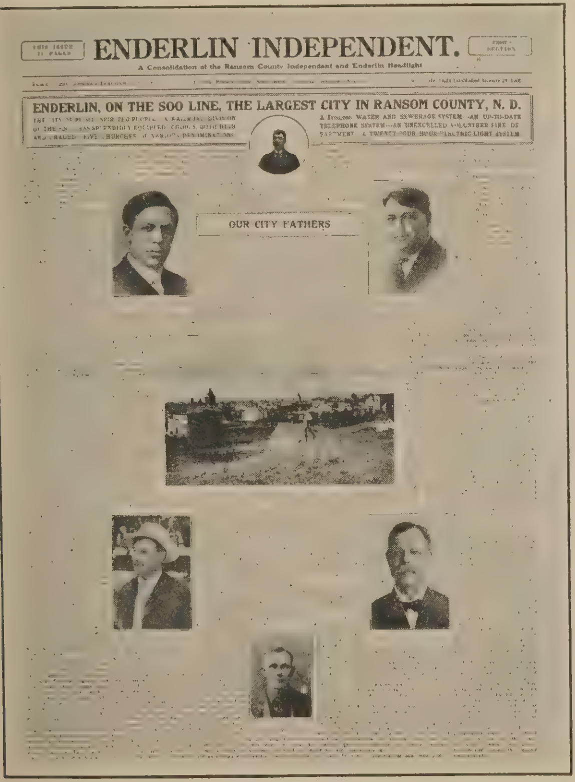
Mr. Byron O. Copper, De Soto, Wis.

Dear sir: Under separate cover we are mailing you copy of Appreciation Week edition of the Independent with request that you make such criticisms as you think it deserves. The edition of 2,500 copies is the result of the labors of the editor, and two printers—Messrs. R. D. Hobby and E. G. Boehnke—for eight days. Mr. Hobby is our linotype operator, but a first class printer as well, and he, together with Mr. Boehnke, our regular ad man, set all the ads, made up the forms, ran off the editions on drum cylinder, folded all on Eclipse detached folder—in fact, did all the mechanical work, having of course the help of the devil, who can feed the cylinder, distribute, wash forms and rollers and such work.

We think, considering our facilities, that we have a pretty good paper. As this is our first encroachment on your valuable time and as we have been subscribers to the Printer-Journalist for the past twelve years or more, we take the liberty of asking you to pass upon our work.

Respectfully,
ENDERLIN PUBLISHING CO.,
By C. A. Potter.

I have certainly spent a most pleasant quarter-hour examining this fine special edition of Enderlin Independent, which is of a sort to compel the admiration of one who appreciates that which is excellent in the art of newspaper printing. At first let me commend the laudable object of this edition, issued in unison with many other North Dakota papers last fall, ostensibly for the purpose of inculcating a greater local appreciation of state institutions and advantages—an idea conceived and successfully carried out by the state editorial association. In this way the North Dakota editors have rendered their home state an inestimable service, and this "Appreciation Edition" of the Independent was a grand contribution to the program. A particularly commendable array of stuff was selected for its contents, appertaining to the city and county, and all of this was intelligently written and most attractively and expensively illustrated. The liberal manner in which local advertisers responded with support for the enterprise is no less pleasing than the skillful way in which Brother Potter's artisans (Messrs. Hobby and Boehnke) attended to all branches of the mechanical work—and no less indicative of the excellence of Enderlin, North Dakota, than the glowing words of the editorials. The mechanical makeup (exhibit 2), advertisement composition (exhibits 3 and 4) and the presswork are far above the adverse criticism and worthy of much praise. An excellent and adequate equipment, together with competent hands back of it, are in evidence in



ENDERLIN INDEPENDENT.

A Consolidation of the Ransom County Independent and Enderlin Headlight

ENDERLIN, ON THE SOO LINE, THE LARGEST CITY IN RANSOM COUNTY, N. D.

OUR CITY FATHERS

Exhibit No. 2

PETER BERG'S OWN NEWSPAPER!

Published Only When I've Something Special to Say
NOTHING BUT SENSATIONAL BARGAIN NEWS

Extra

GOING TO CLOSE DOORS! ❡In keeping with my editorial at the right and account of the bigness and importance of the sale I've got to close the doors to get the goods remarked and placed for easy and quick sale. Please be sure: I particularly want you to come. It will be worth your time.

Keep in Mind the Opening Date,
Friday, November 19

Peter Berg's Editorial

WHENEVER anything is worth doing at all it's worth doing with all the force you can muster---that's my logic, and it explains in a nutshell why I have left no stone unturned to make a sale for people hereabouts that will draw a multitude to Enderlin.

I want to put on the biggest sale ever in this part of the country. I've got the goods to do it; in fact a $50,000.00 stock. I'm advertising it by auto, by newspaper and by this, my own paper. As you read this, you will be interested to know that scores of hands are busy carrying the good news west to Nome, east to Sheldon, north to Alice and south to Lisbon. A small army of clerks are busy cutting the prices and arranging the big stock. It takes great effort to unload $15,000.00 worth of merchandise in 13 days but "where there,s a will, there's a way." I've the will and the way's the low priced way. So I'm using the price cutting knife with a vengeance. To be doubly sure of success, I've employed the Macomber Sales Co., of Minneapolis, to conduct the sale, giving them the right to dispose of the stock as they see fit. I sincerely want you to come and partake of the big bargain feast I've spread for the savings will amaze you. I promise that you'll get even more than you expect.

PETER BERG.

Extra

HELP WANTED! HELP!! ❡Yes, we've got to have a number of extra salespeople, and you wives who may be experienced and others will all find it pleasureable experience to come and help during the sale. Good pay to right people. Will need cash carriers and bundle wrappers also.

Keep in Mind the Opening Date,
Friday, November 19

A MIGHTY SALE!

By The Macomber Sales Company of Minneapolis

Stating How and Why I Am to Sell $15000 of Merchandise in 13 Days

Opens as the Clock Strikes "ONE" Friday, November 19.

THERE will be a mighty rush to Berg's when the great news gets out. They will whirl into Enderlin by train, auto and buggy. For never have you seen such a sale. A sea of bargains---note the word, B-A-R-G-A-I-N-S---awaiting you and in an ever changing variety for every taste and requirement. It's all Mr. Berg's own stock. No goods shipped in. It will be a sale within sales. All departments join in the big event. Such values we seldom offer anywhere, and we have a score of such sales on right now. Come buy. Save one-fourth, one-third, one-half and more. MACOMBER SALES COMPANY.

Let Us Tell You All About This on The Succeeding Pages.
4 Solid Pages of Stirring News of How and Where You Can Save!

Exhibit No. 3

City Bakery and Restaurant
A. ARNDT, Prop.

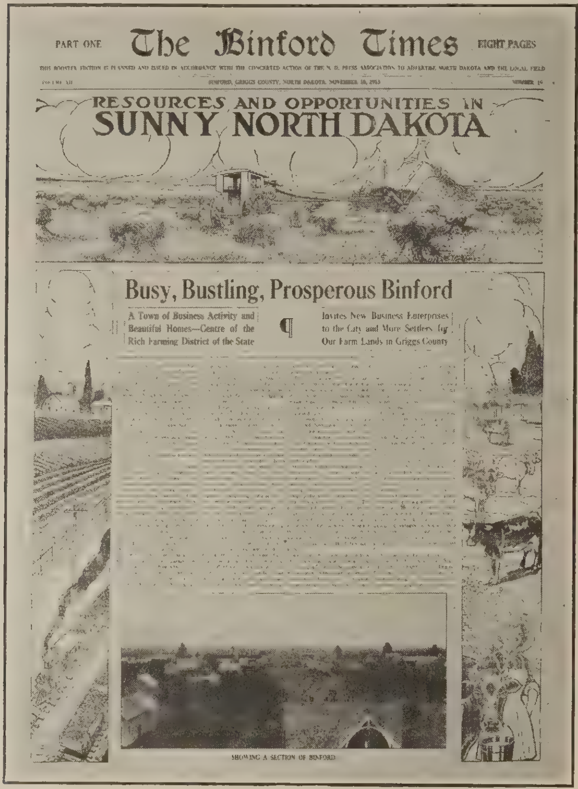
❡ We always keep a complete line of pies, cakes and cookies, rolls and bread on hand, fresh from the oven every day.

❡ We serve warm Meals at all hours. Day and night

❡ Purity and cleanliness is our watchword. All materials used are guaranteed under the Pure Food Acts.

Exhibit No. 4

every page of this superlative sheet, which is too elaborate to be given justice in this single paragraph, to which I must of necessity confine myself. At some future time I should like to have the privilege of seeing a copy of the regular edition of the Independent, which is doubtless as nearly perfect as papers of its class can be made.



PART ONE **The Binford Times** EIGHT PAGES

RESOURCES AND OPPORTUNITIES IN SUNNY NORTH DAKOTA

Busy, Bustling, Prosperous Binford

A Town of Business Activity and Beautiful Homes—Centre of the Rich Farming District of the State

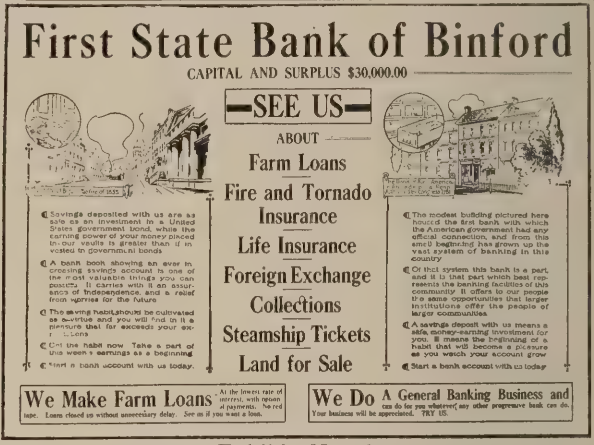
Invites New Business Enterprises to the City and More Settlers for Our Farm Lands in Griggs County

Exhibit No. 5

Binford, N. Dak., Nov. 19, 1915.

O. Byron Copper, De Soto, Wis.

Dear sir: I am sending you under separate cover this week's copy of the Times—a booster edition issued for North Dakota Appreciation Week.



First State Bank of Binford

CAPITAL AND SURPLUS $30,000.00

—SEE US—

ABOUT

Farm Loans

Fire and Tornado Insurance

Life Insurance

Foreign Exchange

Collections

Steamship Tickets

Land for Sale

Savings deposited with us are as safe as an investment in a United States government bond, while the earning power of your money placed in our vaults is greater than if invested in government bonds

A bank book showing an ever increasing savings account is one of the most valuable things you can possess. It carries with it an assurance of independence, and a relief from worries for the future

The saving habit should be cultivated as a virtue and you will find in it a pleasure that far exceeds your expectations

Get the habit now. Take a part of this week's earnings as a beginning

Start a bank account with us today.

The modest building pictured here housed the first bank with which the American government had any official connection, and from this small beginning has grown up the vast system of banking in this country

Of that system this bank is a part, and it is that part which best represents the banking facilities of this community. It offers to our people the same opportunities that larger institutions offer the people of larger communities

A savings deposit with us means a safe, money-earning investment for you. It means the beginning of a habit that will become a pleasure as you watch your account grow

Start a bank account with us today

We Make Farm Loans At the lowest rate of interest, with optional payments. No red tape. Loans closed up without unnecessary delay. See us if you want a loan.

We Do A General Banking Business and can do for you whatever any other progressive bank can do. Your business will be appreciated. TRY US.

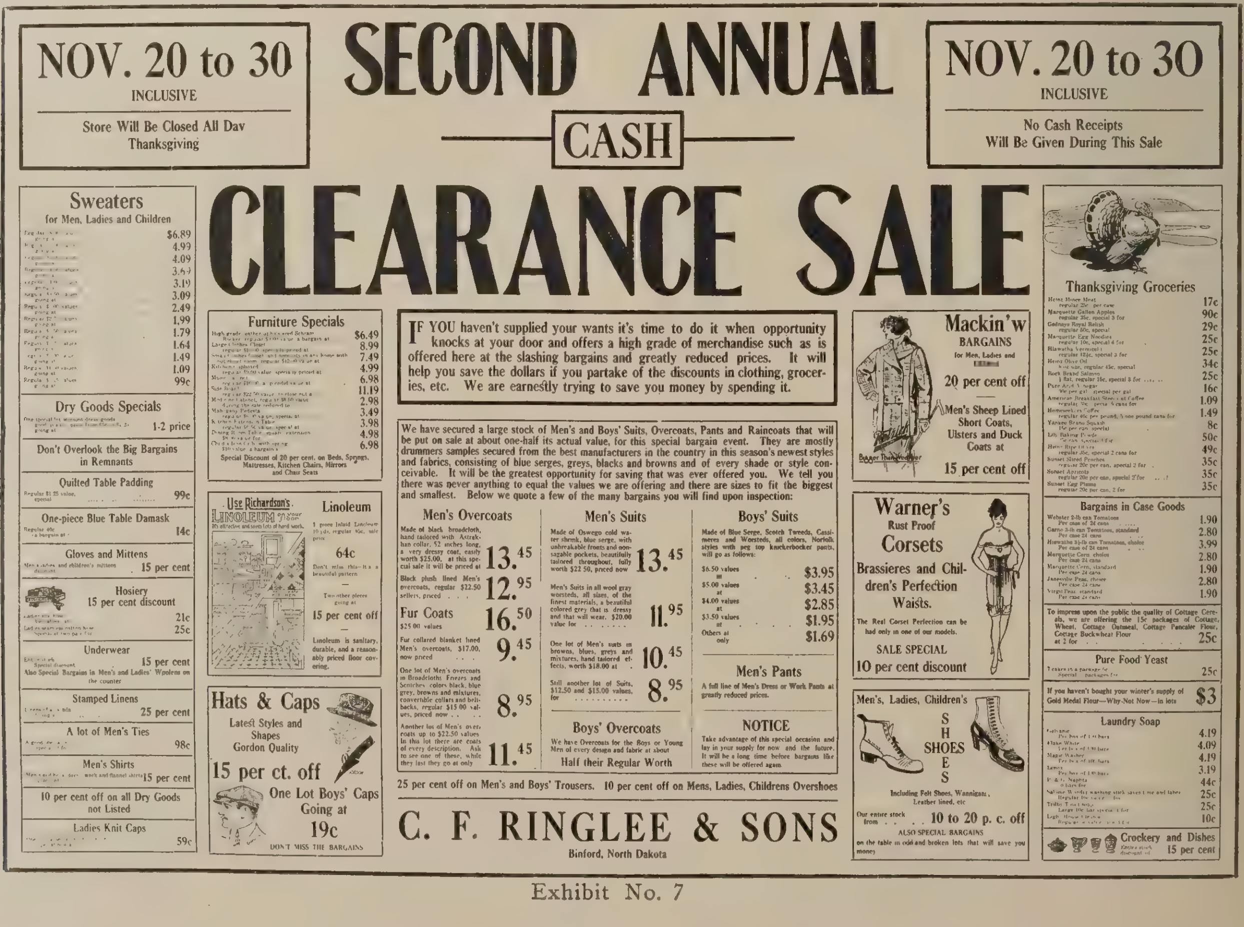
Exhibit No. 6

Trusting you will find some commendable features in the paper, I am,

Yours very truly,
C. E. PETERSON.

⁂

And here in this sixteen-page edition of the Binford Times I have another result of the state press association members' concerted celebration of North Dakota "Appreciation Week," and,



NOV. 20 to 30
INCLUSIVE
Store Will Be Closed All Day Thanksgiving

SECOND ANNUAL
CASH
CLEARANCE SALE

NOV. 20 to 30
INCLUSIVE
No Cash Receipts Will Be Given During This Sale

Sweaters
for Men, Ladies and Children

$6.89
4.99
4.09
3.69
3.19
3.09
2.49
1.99
1.79
1.64
1.49
1.09
99c

Dry Goods Specials
One special lot ... dress goods ... going at 1-2 price

Don't Overlook the Big Bargains in Remnants

Quilted Table Padding
Regular $1.25 value, special 99c

One-piece Blue Table Damask
Regular 40c, a bargain at 14c

Gloves and Mittens
Men's, ladies' and children's mittens discount 15 per cent

Hosiery
15 per cent discount
21c
25c

Underwear
Special discount 15 per cent
Also Special Bargains in Men's and Ladies' Woolens on the counter

Stamped Linens
25 per cent

A lot of Men's Ties
98c

Men's Shirts
work and flannel shirts 15 per cent

10 per cent off on all Dry Goods not Listed

Ladies Knit Caps
59c

Furniture Specials

High grade leather upholstered Schram Rocker, a bargain at	$6.49
Large Clothes Closet, specially priced at	8.99
[illegible]	7.49
Kitchen Cupboard, specially priced at	4.99
[illegible]	6.98
Side Board, to close out at	11.19
[illegible] Cabinet, during the sale reduced to	2.98
Mahogany Pedestal, special at	3.49
Kitchen Extension Table, special at	3.98
Dining Room Table, square extension	4.98
Child's Iron Crib with spring, $10 value, a bargain	6.98

Special Discount of 20 per cent. on Beds, Springs, Mattresses, Kitchen Chairs, Mirrors and Chair Seats

Use Richardson's LINOLEUM on your floor
It's attractive and saves lots of hard work.

Linoleum
1 piece Inlaid Linoleum 10 yds, regular 90c, sale price 64c
Don't miss this—it's a beautiful pattern
Two other pieces going at 15 per cent off
Linoleum is sanitary, durable, and a reasonably priced floor covering.

Hats & Caps
Latest Styles and Shapes
Gordon Quality
15 per ct. off
One Lot Boys' Caps Going at 19c
DON'T MISS THE BARGAINS

IF YOU haven't supplied your wants it's time to do it when opportunity knocks at your door and offers a high grade of merchandise such as is offered here at the slashing bargains and greatly reduced prices. It will help you save the dollars if you partake of the discounts in clothing, groceries, etc. We are earnestly trying to save you money by spending it.

We have secured a large stock of Men's and Boys' Suits, Overcoats, Pants and Raincoats that will be put on sale at about one-half its actual value, for this special bargain event. They are mostly drummers samples secured from the best manufacturers in the country in this season's newest styles and fabrics, consisting of blue serges, greys, blacks and browns and of every shade or style conceivable. It will be the greatest opportunity for saving that was ever offered you. We tell you there was never anything to equal the values we are offering and there are sizes to fit the biggest and smallest. Below we quote a few of the many bargains you will find upon inspection:

Men's Overcoats

Made of black broadcloth, hand tailored with Astrakhan collar, 52 inches long, a very dressy coat, easily worth $25.00, at this special sale it will be priced at	13.45
Black plush lined Men's overcoats, regular $22.50 sellers, priced	12.95
Fur Coats, $25.00 values	16.50
Fur collared blanket lined Men's overcoats, $17.00, now priced	9.45
One lot of Men's overcoats in Broadcloths Friezes and Scotches colors black, blue grey, browns and mixtures, convertible collars and belt-backs, regular $15.00 values, priced now	8.95
Another lot of Men's overcoats up to $22.50 values. In this lot there are coats of every description. Ask to see one of these, while they last they go at only	11.45

Men's Suits

Made of Oswego cold water shrunk, blue serge, with unbreakable fronts and non-sagable pockets, beautifully tailored throughout, fully worth $22.50, priced now	13.45
Men's Suits in all wool gray worsteds, all sizes, of the finest materials, a beautiful colored grey that is dressy and that will wear. $20.00 value for	11.95
One lot of Men's suits in browns, blues, greys and mixtures, hand tailored effects, worth $18.00 at	10.45
Still another lot of Suits, $12.50 and $15.00 values, for	8.95

Boys' Overcoats
We have Overcoats for the Boys or Young Men of every design and fabric at about
Half their Regular Worth

Boys' Suits
Made of Blue Serge, Scotch Tweeds, Cassimeres and Worsteds, all colors, Norfolk styles with peg top knickerbocker pants, will go as follows:

$6.50 values at	$3.95
$5.00 values at	$3.45
$4.00 values at	$2.85
$3.50 values at	$1.95
Others at only	$1.69

Men's Pants
A full line of Men's Dress or Work Pants at greatly reduced prices.

NOTICE
Take advantage of this special occasion and lay in your supply for now and the future. It will be a long time before bargains like these will be offered again.

25 per cent off on Men's and Boys' Trousers. 10 per cent off on Mens, Ladies, Childrens Overshoes

C. F. RINGLEE & SONS
Binford, North Dakota

Mackin'w BARGAINS
for Men, Ladies and [illegible]
20 per cent off
Men's Sheep Lined Short Coats, Ulsters and Duck Coats at
15 per cent off

Warner's Rust Proof Corsets
Brassieres and Children's Perfection Waists.
The Real Corset Perfection can be had only in one of our models.
SALE SPECIAL
10 per cent discount

Men's, Ladies, Children's
SHOES
Including Felt Shoes, Wannigans, Leather lined, etc
Our entire stock from . . . 10 to 20 p. c. off
ALSO SPECIAL BARGAINS
on the table in odd and broken lots that will save you money

Thanksgiving Groceries

Heinz Mince Meat, regular 25c per can	17c
Marquette Gallon Apples, regular 35c, special 3 for	90c
Gedney's Royal Relish, regular 50c, special	29c
Marquette Egg Noodles, regular 10c, special 4 for	25c
Hiawatha Vermicelli, regular 12½c, special 3 for	25c
Heinz Olive Oil, 8 oz size, regular 45c, special	34c
Rock Brand Salmon, ½ flat, regular 16c, special 3 for	25c
Pure Acid Vinegar, 30c per gal, special per gal	16c
American Breakfast Steel Cut Coffee, [illegible] cans for	1.09
Homeseekers Coffee, regular 40c per pound, 5 one pound cans for	1.49
Yankee Brand Squash, 15c per can, special	8c
Lily Baking Powder, [illegible]	50c
Heinz Ripe Olives, regular 35c, special 2 cans for	49c
Sunset Sliced Peaches, regular 20c per can, special 2 for	35c
Sunset Apricots, regular 20c per can, special 2 for	35c
Sunset Egg Plums, regular 20c per can, 2 for	35c

Bargains in Case Goods

Webster 2-lb can Tomatoes, Per case of 24 cans	1.90
Garno 3-lb can Tomatoes, standard, Per case 24 cans	2.80
Hiawatha 3½-lb can Tomatoes, choice, Per case of 24 cans	3.99
Marquette Corn, choice, Per case 24 cans	2.80
Marquette Corn, standard, Per case 24 cans	1.90
Janesville Peas, choice, Per case 24 cans	2.80
Virgil Peas, standard, Per case 24 cans	1.90

To impress upon the public the quality of Cottage Cereals, we are offering the 15c packages of Cottage Wheat, Cottage Oatmeal, Cottage Pancake Flour, Cottage Buckwheat Flour at 2 for 25c

Pure Food Yeast
7 cakes in a package, Special packages for 25c

If you haven't bought your winter's supply of Gold Medal Flour—Why Not Now—in lots $3

Laundry Soap

Galvanic, Per box of [illegible] bars	4.19
Flake White, Per box of [illegible] bars	4.09
Magic Washer, Per box of [illegible] bars	4.19
Lenox, Per box of [illegible] bars	3.19
P. & G. Naphtha, [illegible] bars for	44c
Salome Wonder washing stick saves time and labor	25c
Trilby Toilet soap, Large 10c bar, special [illegible] for	25c
Light House Cleanser	10c

Crockery and Dishes
Entire stock discount of 15 per cent

Exhibit No. 7

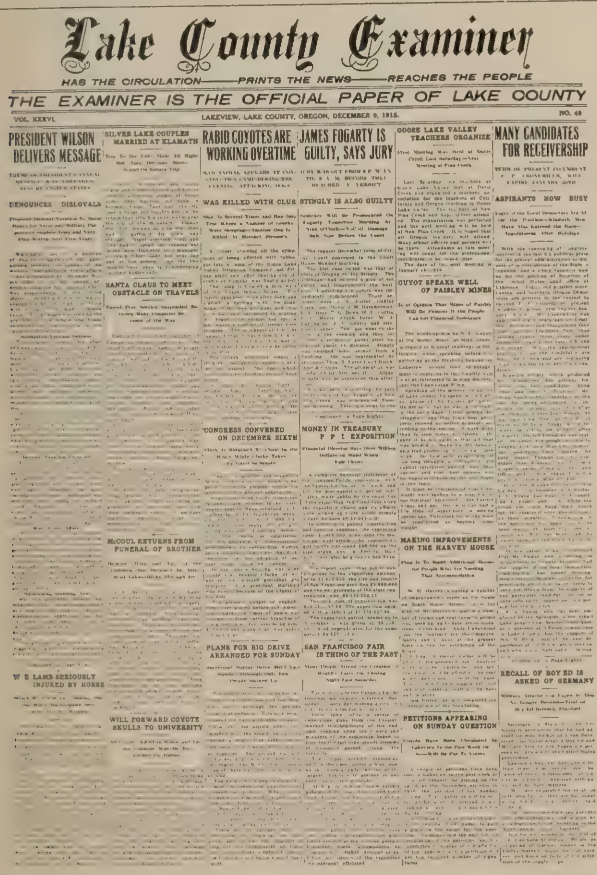
while not so large nor pretentious as that other 32-page edition reviewed in the foregoing paragraph, this is, nevertheless, a very creditable creation. It gives, by way of contents, the resources and opportunities of Binford and Griggs county, all of which is well gotten up and nicely illustrated. The attractive front page is reproduced as exhibit No. 5, and two of the best advertisements as exhibits Nos. 6 and 7, the latter being a double-pager. The mechanical excellence of each specimen shown is so apparent that it need not be mentioned. Presswork, too, is first class. Withal, this edition played no little part in the program of popularizing North Dakota.

◆ ◆

Lakeview, Oregon.

O. Byron Copper, De Soto, Wis.

Dear sir: Under separate cover we are sending you the latest issue of the Lake County Examiner for criticisms and suggestions.



Lake County Examiner

HAS THE CIRCULATION——PRINTS THE NEWS——REACHES THE PEOPLE

THE EXAMINER IS THE OFFICIAL PAPER OF LAKE COUNTY

VOL. XXXVI. LAKEVIEW, LAKE COUNTY, OREGON, DECEMBER 9, 1915. NO. 49

PRESIDENT WILSON DELIVERS MESSAGE

DENOUNCES DISLOYALS

SILVER LAKE COUPLES MARRIED AT KLAMATH

SANTA CLAUS TO MEET OBSTACLE ON TRAVELS

RABID COYOTES ARE WORKING OVERTIME

WAS KILLED WITH CLUB

JAMES FOGARTY IS GUILTY, SAYS JURY

STINGLY IS ALSO GUILTY

GOOSE LAKE VALLEY TEACHERS ORGANIZE

GUYOT SPEAKS WELL OF PAISLEY MINES

MANY CANDIDATES FOR RECEIVERSHIP

ASPIRANTS NOW BUSY

Exhibit No. 8

We have been interested in the criticisms made in the National Printer-Journalist in regard to other papers and would ask that you make suggestions for the betterment of the sheet enclosed.

The population of our town is 1,500.

In case you see fit to reproduce the front page we are enclosing a copy on good paper.

Sincerely yours,
EXAMINER PUBLISHING CO.
By J. G. Campbell, Foreman.

The fact that Brother Campbell enclosed the extra proof of the first page of the Examiner is a kindness I appreciate, for I could scarcely treat a specimen of such excellent mechanical makeup with justice, if I did not show a miniature photograph of it herewith. The perfect artistic balance of masses achieved is extraordinary and I also note with pleasure that strict uniformity maintained in composition of the headlines. The news-service offered by this publication also merits my praise, and few newspapers reach my desk, containing a greater abundance of advertising—and surely none with a greater amount of legal advertising, of which this one issue holds two pages full. Exhibit 8 is the Examiner's fine front page and exhibit 9 is an advertisement from its columns—simple and strong in style and display. About the only suggestion for improvement which occurs to me would be the inauguration of a department of snappy editorials. Certainly the subscription price could hardly be improved—that being $2 per year.

Christmas Suggestions

With December is ushered in the season of Christmas purchasing, with all its perplexities and worries. It is the logical idea to make your purchases early while stocks are full; which means your choice is larger

CUT CLASS

Always an appropriate gift One that is sure to be appreciated by the recipient We are showing a beautiful assortment of brilliant cuts in new designs, and at a large range of prices

TOILET ARTICLES

Toilet articles always are acceptable and useful Those we offer this season are well selected and of unusual value for the money To be had in various materials, which include the popular French Ivory and Leather Traveling Rolls.

Special Clothing Sale

The few Ladies Suits and Coats left over from our fall line are offered at just one half price

They are bargains at these figures. From the LA VOGUE [illegible] than which there are no better made

A good assortment of Misses and Children's Coats are also offered at

ONE-HALF PRICE

to close out the lot

HAND-PAINTED CHINA

You will be pleased at the prices we are placing on our hand painted and decorated chinaware Be sure to see them before making your Christmas selections

SILVERWARE

No item is as little likely to be amiss as a Christmas gift as Silver Table Ware Our showing of Community Silverware (which is best plated ware made), comprises desirable articles in popular designs Especially desirable as additions to sets already in use

Lakeview Mercantile Company

Exhibit No. 9

◆ ◆

Wheaton, Minnesota, 12-17-15.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: We are sending you under separate cover a copy of the Christmas edition of the Wheaton Gazette-Reporter which was issued today. You gave us a very fine send-off in the National Printer-Journalist on our 1914 Christmas edition which consisted of 40 pages, and we are wondering what you will think of our 1915 edition. Our paper this year is 4 pages smaller than the one last year, but at that we belive it will surpass it. We are rather proud of this edition and believe we have a right to be. Many would say that it would be impossible to get the material and advertising for a 36-page paper in a town the size of Wheaton, with less than 1,500 population, but, IT CAN BE DONE—if one goes after it. We issued a 28-page paper on Friday, Dec. 10, and the Christmas edition of 36-pages this week, so you can imagine the Gazette-Reporter force has been pretty busy. Any criticism you may make of our Christmas edition will be appreciated by us.

Wishing you a Merry Christmas and a Happy New Year, we beg to remain,

Yours very truly,
WHEATON GAZETTE-REPORTER,
By J. W. Miles, Manager.

To be writing of special Christmas editions at this time of year seems unseasonable; but I have unfortunately gotten sadly behind with my work in this department, and, after all, Christmas is always coming again, so whatever I may be moved to write here may prove inspiring to my readers in their plans for next Christmas time. Brother Miles' 32-page edition of the Wheaton Gazette-Reporter is indeed a creditable product, notwithstanding that its most remarkable feature is the great abundance of advertising secured. And this advertising matter generally has been very nicely handled by the compositor. Some pleasing special features of strictly home production are present in this edition, as well as a greater number of plate features, all appropriately dispersed throughout the sheet. A number of good illustrations, well printed, add materially to the edition's interest and attractiveness, and the whole was enclosed in a colored cover. It was my intention to include herewith a reproduction of some of the best ad specimens, but at this writing I regret that the clippings have been mislaid and cannot be found.

◆ ◆

Oxford Junction, Iowa, December 16, 1915.

Mr. O. Byron Copper, De Soto, Wisconsin.

Dear Friend: Under separate cover I am mailing you a copy of the Christmas number that we just finished today, which you may criticize in your department of N. P.-J. if you care to. We handled this in a very short time, considering that the type matter and ads are hand composition.

You will notice the magazine is well filled with advertisements, about every business in this city being represented. We could have added a number of pages if we had not been so pressed for time as we could have obtained a number of outside ads.

I suppose that you are pretty busy about the first of the year and until then "Me and Mine" wish "You and Yours" the season's greetings and may this Christmas be a pleasant one in your home circle.

Yours very sincerely,
HARVEY.

For a long time I have had this pleasing Christmas edition of the Oxford Mirror on my desk, awaiting such day as might offer an opportunity to review it, and, upon examination I find it a very attractive paper in magazine form, containing, besides the weeks' regular budget of news and editorials, much matter of a special nature, Christmassy and otherwise. However, if I mistake not, there is some evidence of the deplorable pressure of time incident to its creation, resulting in some composition scarcely up to Brother Owen's standard, and presswork of a class somewhat inferior to that regularly turned out of this high class office. This magazine consists of pages 11x15 approximately, bound in a pretty gray Paradox cover, the front of which was adorned with an appropriate holiday design.

◆ ◆

Other publications of whose Christmas editions I was the glad recipient, and to whose publishers I owe an humble apology for having been unable to give them a seasonable review are as follows: Pemberville (Ohio) Leader, Bradley (S. D.) Globe, Kensett (Iowa) News, Alma (Kansas) Enterprise, Glenwood (Minn.) Pope County Times, Newark (Ark.) Journal, Eaton (Colo.) Herald. All of these were creditable and each deserved a long paragraph of commendation and encouragement.

Linotype Display Dominates Exhibits at A. N. P. A. Convention

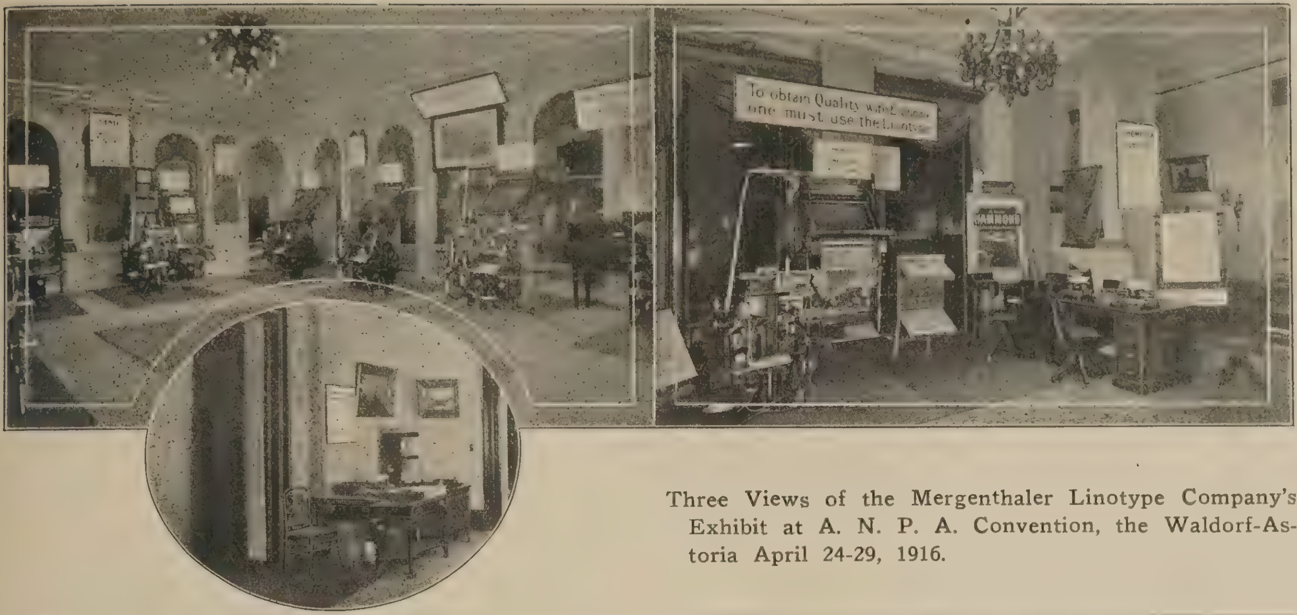
The Mergenthaler Linotype Company's exhibit of Linotypes and accessories at the Waldorf-Astoria during the A. N. P. A. Convention, April 24-29, was unquestionably the most complete of its kind ever made by a manufacturer of printing machinery. As usual the principal exhibit was made in the spacious East Room. Ten completely equipped models were shown, ranging from the single-magazine Model 5 to the four-magazine Model 9, equipped with the Mohr saw which automatically cuts slugs to any desired length as they are ejected from the mold, and the Rogers Matrix Cabinet, carrying large faces up to 36 pt.

Besides the Models 5 and 9 there were also shown Models K, 8, 14, 16, 17, 18, 19, and the Special Big-Headletter Linotype, which casts heads in 48, 54 and 60 pt. This machine occasioned considerable comment.

While a great deal of interest was taken in all the models shown, special attention was centered on the new Linotypes, Models 16, 17, 18 and 19, because of their Double, Multiple, and Auxiliary Magazines, their Matrix Mixing Advantages, Instantaneous Magazine Changing Features, etc.

An interesting detail of the exhibit was a demonstration of the preparation of display advertising copy on the new Hammond-Multiplex Variable Spacing Display Copy Writer. In connection with the Linotypes there were also shown the Kennedy Lino-Slug Router, the Ludlow Typograph, Thompson Typecaster and a Miller Saw-Trimmer. A Cutler-Hammer Electric Pot was in use on each Linotype.

Carrying out its well-known policy of service to the printer and publisher, the Mergenthaler Company introduced a novel feature in the shape of a Service Bureau. Here publishers found a courteous attendant on duty day and night; a stenographer to take their emergency dictation; a telephone for hurry calls, stationery for personal



Three Views of the Mergenthaler Linotype Company's Exhibit at A. N. P. A. Convention, the Waldorf-Astoria April 24-29, 1916.

letters and many other conveniences not usually found at gatherings of this kind. That this thoughtfulness was appreciated is evidenced by the fact that nearly one thousand publishers and visitors registered their names, at which time they were presented with a handsome leather change purse on which was stamped in gold the motto "Put money in thy purse—The Linotype Way."

The exhibit was in charge of L. A. Hornstein, publicity manager; Walter H. Savory, New York Sales manager, and D. S. Kennedy, chief of the experimental department; all of whom report that more direct orders were taken here than at any other previous exhibit.

⁂

Print the News and Explain It

Robert M. Crawford, the Democrat, Mineral Point, Wis.—Before the Wisconsin Press Association, June 2, 1916.

IN deciding for the defendant in the criminal case brought against The New York World by Theodore Roosevelt, when he was President of the United States, Judge Anderson said that it is an editor's duty to print the news and also to explain it. The Wisconsin Press Association, being an organization made up largely of the editors and publishers of weekly newspapers, the story of publishing a bright and interesting journal of local events has often been well told at these annual gatherings. Time and again it has been pointed out that to find its way into the homes of the people a local newspaper must be strong in local stories, local items, personal paragraphs, and county correspondence. Such a paper is, of course, a good advertising medium. It wins and maintains circulation, and is therefore an effective channel of publicity, profitable to both its publisher and its advertising patrons. But its production is hardly a man's job if no attempt is made to explain some of the important news which it spreads abroad. To so explain the more important current events as to make for the good of the community, county, state, and nation, is the highest duty of the newspaper editor. To encourage us in the performance of this true and laudable undertaking is doubtless the reason why our publications are given free county circulation and accorded other rights and benefits under the postal laws.

In starting out as a real editor, in discussing public questions, you may not receive marked encouragement. The town wag may sarcastically call you a "moulder of public opinion," etc. But do not be turned aside from the path of duty. Keep right on, saying things in good, plain words, that will impress themselves on the minds of the people, and you will get a hearing.

You will get a hearing all the more readily if you devote some of your editorial articles to local matters. If you find a member of the common council or the county board or other public officer who is serving selfish interests rather than the public welfare, train a publicity gun on him. The game laws will not protect him.

There is little new under the sun. Human nature does not change very much. It is ever the fight of St. George and the Dragon; and the most common dragon of modern life is corruption and inefficiency in municipal government. Fight for the right in this and other matters because it is right; and the people will support you.

First of all, prepare for your life's work by securing a good education. Study diligently the history and government of your country; and lay up a good store of general knowledge. But above all, in the fear of the Lord, and for your soul's salvation, read the Bible, that great book of life. Read to mark and to learn; and you will incidentally acquire a punch in your expression that you can acquire in no other way.

By way of preparedness it is also well to learn to do a little public speaking. You may be called upon at some town meeting, or other community gathering, to explain some of your printed words. There are two ways in which to speak in public. One way is to write out what you have to say, and then learn it until you know it as you know your prayers. But this way is fraught with danger. When the time comes for you to speak your piece, you may forget what you have to say. Another, and a safer way, is to learn to do your stunt at word masonry as well standing on your feet as sitting at your desk.

I have said to make local matters the subject of some of your editorial articles. But do not hesitate to lay hold upon and discuss important matters affecting the state and nation. Only by so doing can you fulfill all the duties of citizenship. The will of the people is, or ought to be, the law of the land. Justice Cooley said that well settled public opinion is common law.

That great statesman and kind critic, James Bryce, in his American Commonwealth, pays this tribute to the height of the ideal which the American conception of popular rule sets up:

"The American citizen is one of the governors of the Republic. Issues are decided and rules selected by direct popular vote. Elections are so frequent that to do his duty at them a citizen ought to be constantly watching public affairs, with a full comprehension of the principles involved in them, and a judgment of the candidates derived from a criticism of their arguments as well as recollection of their past careers."

"Such a nation," Mr. Bryce says, "needs a succession of men like the prophets of Israel to rouse the people out of their complacency, to refresh their moral ideas, to remind them that life is more than meat, and the body more than raiment, and to whom much is given of them will much be required."

Much may rightly be required of our schools, as well as of our newspapers, in the way of teaching citizenship. It is well to be practical; but so much is said nowadays about vocational training, and such like, that there is danger of losing sight of the highest and greatest function of public education. That function is to lead in the sciences, including the progressive science of democracy, and to spread abroad a knowledge thereof.

Research work must not be hampered, even if it leads to the conclusion that the tariff is a tax, and an unfair and burdensome tax; that ancient precedence in regard to water powers must give way to a modern justice as applied to present day industrial conditions; or that a graduated land tax is right as well as a gradu-ted income tax.

I would not take one jot or one title from that blessed volume, the Book of Common Prayer, from which we have learned our duty to our God and our duty to our neighbor. But to that portion which teaches us our duty to our neighbor I would add an admonition that it is our duty to our neighbor and to ourselves and to our children, and our neighbor's children, as well, to apply our hearts to political wisdom, and faithfully perform our part in the work of self government, to the end that a better Democracy shall be worked out among men. True Americans have faith in the common man, and in his capacity for self government. The common man cannot farm out his duties of citizenship; he must exercise them himself. And it is our bounden duty as newspaper men to lead the common man aright in political rectitude and wisdom. And to do this, you must yourselves be men of independent thought and action; you cannot lead aright by taking that which is current and passing it along; but by proving all things, and holding fast that which is good; and by impressing the good upon the minds of others.

Of course the right kind of leadership is all important. Our great responsible leader, President Wilson, has time and again pointed out the vital importance of responsible leadership. We must have, and we do have, great leaders of political and economic thought. What a vast number of men has that great thinker and teacher over there on the Hill, Dr. Richard T. Ely, turned about to face the future, and to work out a better democracy! What a great leader among scientists is President Van Hise!

But every man is endowed with a mind and soul of his own; and it is only by the general free and fearless exercise of the rights of citizenship, as guided by a man's own mind and soul, can be worked out the destiny of this great nation. To be a citizen of the United States of America and to have a part in working out true representative government, is a great blessing, deep, rich and abounding. Act well your part as such a citizen; seek truth and ensue it; and fearlessly expound it; print the news and explain it.

* * *

KOREAN ON THE INTERTYPE

For the first time in the history of typesetting machines a Korean face has been manufactured and a few specimen lines are here shown. The matter reads from top to bottom with the succeeding lines at the left instead of at the bottom. Try it.

ㅅ븜 ㄹㄴ 사아어야여이와워에의차챠져쳐지

미궈 교괴귀계셔세쌰녀네타뗘퇴셕 뀨뒤뢰키례

외우예왜자최뎌뎌후쉬톄댜뎨치햐쥐희죄 헤

七八九十〇元()：

A full specimen of this Korean face is found in the new face supplement just issued by the INTERTYPE CORPORATION to its Matrix Specimen Book.

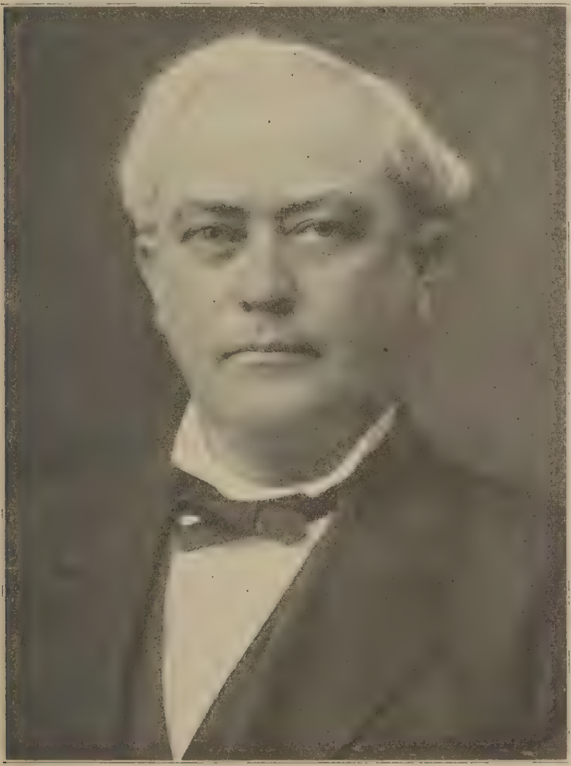
Owing to the number of new faces, borders, slides and headletter fonts produced in the past 18 months, it was necessary to make the supplement practically as large as the original book. The book contains 85 pages, 26 of which illustrate borders and matrix slides. Thirty-six new faces are shown, including a 12 pt. Outline Gothic, a handsome face for various kinds of job work. Two entirely new German faces, known as 14-pt. Gotisch & Schwabacher have been combined on a two-letter matrix.

The supplement is printed on high grade paper and copies will be supplied to all offices using composing machines. The INTERTYPE CORPORATION will add continually to its stock of matrix faces, and proofs of each will be mailed to the trade in loose sheets from the factory, whenever each face is ready for shipment.

All in Readiness for National Meeting

Program Full of Activities Is Outlined for Big Editorial Convention.

All plans have now been completed for the thirty-first annual meeting of the National Editorial Association to be held in New York on June 19 to 23, with headquarters at the Hotel McAlpin, Broadway at Thirty-fourth Street. The opening session will begin at 9:30 A. M., Monday, June 19, with an invocation by Wm. E. Graham Wilson, Religious Director West Side Y. M. C. A., and addresses of welcome by Mayor Mitchell of New York; H. L. Bridgman, chairman Publishers' Association of New York; Edward Percy Howard, president New York Press Club; John Clyde Oswald, publisher The American Printer of New York; and Charles H. Betts, president New York State Press Association. Response will be given by Joe Mitchell Chapple, of the National Magazine, Boston, following which President L. J. Rountree will make the annual address; Irvin F. Paschall will extend an invitation to the Associated Advertising Clubs convention at Philadelphia, on behalf of the Poor Richard Club, and in the afternoon the business session will begin, and the program thereafter will be as follows:



Mr. Lee J. Rountree, President National Editorial Association, editor "Commercial," Georgetown, Texas.

Mr. E. H. Tomlinson, publisher "Record," Morristown, N. J., Vice-President National Editorial Association.

Monday, June 19

2:30 P. M.

"The Country Weekly as an Influence," the Honorable Louis C. Cramton, member of House of Representatives, Washington, D. C., Clarion, Lapeer, Mich.

"The Press and the People," John A. Sleicher, Leslie's Weekly, New York.

"Features for Newspapers," Dietrick Lamade, Grit, Williamsport, Pa.

Address: The Honorable Melville E. Stone, manager Associated Press, New York City.

"The Influence of Schools of Journalism upon American Literature," the Honorable Will H. Mayes, dean of Texas School of Journalism, Austin, Tex.

"Editorial Service," Mrs. H. C. Hotaling, Mapleton, Minn.

Address: The Honorable John Temple Graves of Washington, New York American.

Report of advertising committee.

Report of publicity committee.

Naming of special convention committee, announcements, etc.

5:30 P. M.

"Made-in-Texas" luncheon.

8:00 P. M.

Reception at Pulitzer School of Journalism, Columbia University.

Tuesday, June 20

9:30 A. M.

"The Relation of the Press to Improved Highways," Homer D. Wade of Texas.

"The Future of the Newspaper Woman," Mrs. George E. Hosmer, Denver, Colo.

"Foreign Advertising," Courtland Smith, president American Press Association, New York City.

Mr. Edward Percy Howard, President New York Press Club who will join in welcoming the visiting newspaper men.

Mr. Charles H. Betts, publisher "Republican," Lyons, N. Y., President New York State Press Association, who will deliver a welcoming address in behalf of the Newspaper men of the State of New York.

Mr. John Clyde Oswald, editor "American Printer," New York, Past President N. E. A., who will assist others in welcoming editors.

Mr. Joe Mitchell Chapple, editor "National Magazine," Boston Mass., who will respond to the addresses of welcome.

"The Associated Advertising Clubs of the World," Herbert S. Houston, president, New York.

"The Teachers of Journalism," Prof. James Melvin Lee, New York University, New York, president American Association of Teachers of Journalism.

Historical Address: The Honorable A. O. Bunnell of Dansville (N. Y.) Advertiser, formerly president National Editorial Association.

1:00 P. M.

Visit to New York Times and inspection of its offices and plant.

2:30 P. M.

"The Trade Journals," William H. Ukers, vice-president Associated Business Papers, Tea and Coffee Trade Journal, New York.

George Schlosser, Sioux Falls, S. Dak., Secretary National Editorial Association.

"The Country Daily," John Redmond, Republican, Burlington, Kan.

"Does It Pay to Construct a Building for a Newspaper Plant?" Alonzo D. Moffett, ex-president National Editorial Association, Review, Elwood, Ind.

"Simplified Spelling Progress," A. Gideon, representing the Simplified Spelling Board, New York.

Report of committee on by-laws.

Miscellaneous business.

Report of Secretary George Schlosser, Sioux Falls, S. D.

Report of Treasurer W. R. Hodges, Sleepy Eye, Minn.

7:00 P. M.

Banquet at Hotel McAlpin.

Wednesday, June 21

9:30 A. M.

"The World's Journalism," the Honorable Walter Williams, president of the World's Press Congress, and dean of the School of Journalism, University of Missouri, Columbia, Mo.

"The Country Weekly Newspaper: How I Built Up a Circulation of 5,000 in a County of 16,000 People with Six Competitive Newspapers," George W. Waggenseller, Post, Middleburg, Pa.

"Interior and Metropolitan Dailies: Facts and Theories Tested by Experiences," the Honorable Adolph S. Ochs, Times, New York.

Address: The Honorable Josephus Daniels, Secretary of the Navy, Washington, D. C.

Reports of convention committees.

Report of legislative committee, George E. Hosmer, chairman, Denver, Colo.

Mr. W. R. Hodges, publisher "Herald-Dispatch," Sleepy-Eye, Minn., Treasurer National Editorial Association.

Report of memorial committee, Colonel B. B. Herbert, Chairman, National Printer-Journalist, Chicago.

Reports of general and special committees.

2:00 P. M.

Trip to Long Beach as guests of the Long Island Railroad and the Long Island Press Association, leaving Pennsylvania Station, Thirty-fourth Street and Seventh Avenue, New York, at 2 P. M. and returning at 7 P. M.

5:30 P. M.

Collation at Hotel Nassau, Long Beach.

Election of officers.

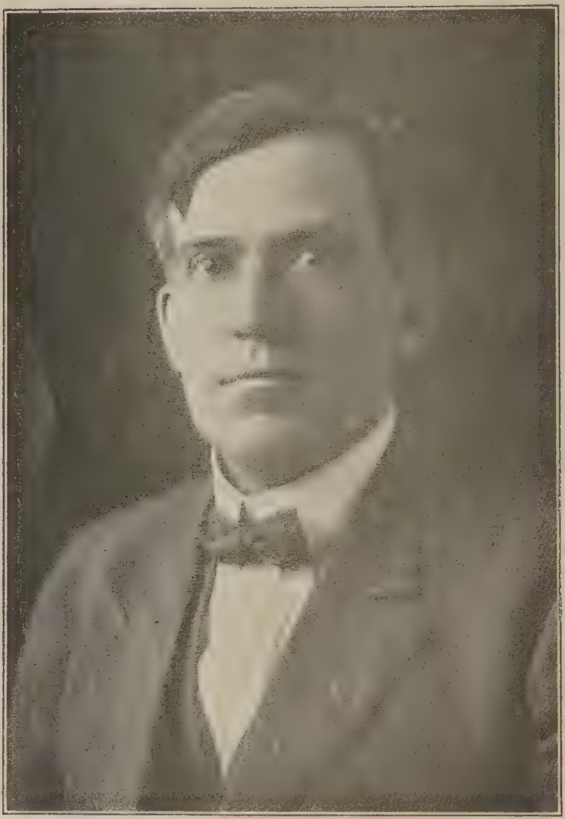
6:30 P. M.

Theatres.

Thursday, June 22

9:30 A. M.

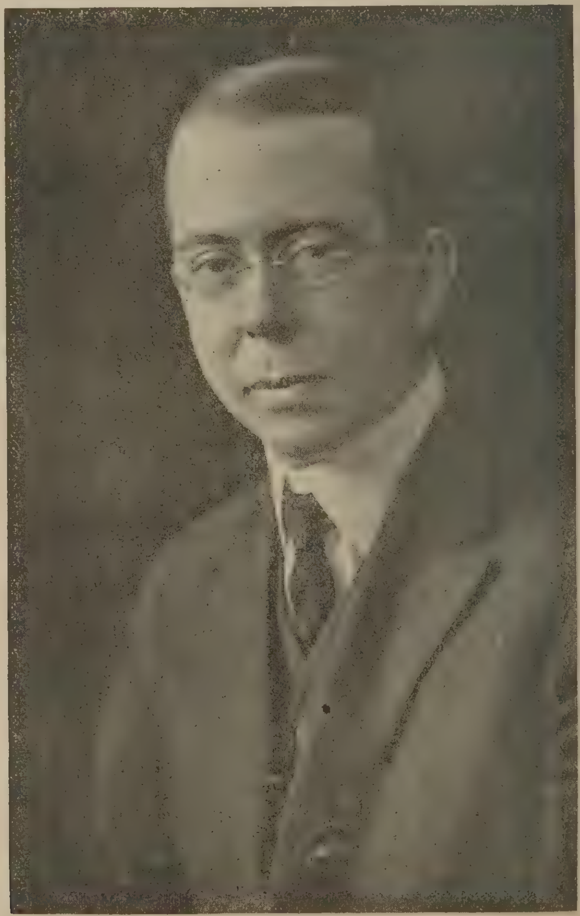
Sightseeing boat trip around New York Bay as guests of the City of New York. Exhibition drill by fire-patrol boats. Visit to Brooklyn Navy Yard.



Hon. Geo. E. Hosmer, Denver, Colo., Chairman Legislative Committee; Thirtieth President N. E. A.

Mrs. George E. Hosmer, Denver, Colo.. who will deliver an address, "The Future of the Newspaper Woman."

Mrs. H. C. Hotaling, Mapleton, Minn., who is to discuss "Editorial Service."



Hon. Louis C. Crampton, Member of Congress and Editor "Clarion," Lapeer, Mich., who will tell how he does it.

1:00 P. M.

Luncheon at the factory of the Mergenthaler Linotype Company, immediately opposite the Navy Yard, and ride through Brooklyn's park system to Coney Island in sightseeing automobiles as guests of the Mergenthaler Linotype Company.

Afternoon and evening, sea bathing and visits to Coney Island's attractions.

Friday, June 24

New Jersey Day

Boat will leave foot of West Thirty-fifth Street at 9 A. M.

The New Jersey trip will consist of a ride down New York Bay, starting on the route taken by ocean liners, passing the Statue of Liberty, Ellis Island immigrant station, Sandy Hook training grounds, and up the Shrewsbury River to Pleasure Bay, where a shore dinner will be served. Then by autos along the shore through Long Branch, with a stop at Shadow Lawn, the summer capital, for a call upon President Woodrow Wilson. Then through Asbury Park and other seaside towns to Sea Girt, New Jersey's Militia camp back by the Rumson road to Sea Bright, where some time will be spent on the beach, and then a twilight ride back to New York.

Mr. Melville E. Stone, General Manager Associated Press, New York, who is to tell of the operations of the world's greatest newsgathering organization.

OF INTEREST TO MEMBERS OF THE N. E. A

Sections of Program of Convention of the Associated Advertising Clubs of the World of Especial Interest and Value to Newspaper Makers

Sunday Afternoon

Address by Franklin K. Lane.

Monday Afternoon

Addresses by Cyrus H. K. Curtis, Adolph S. Ochs, R. Goodwin Rhett and N. C. Kingsbury.

Tuesday Morning

Addresses of Frank Stockdale, on retail educational work, and Lewellyn E. Pratt, on the educational work of the A. A. C. of W.

Wednesday Morning

An Open Forum for the discussion of local advertising club problems and an address by Merle Sidener on the national truth-in-advertising movement.

Thursday Morning

Brief, inspirational reports from the sixteen Departmentals of the National Advertising Commission.

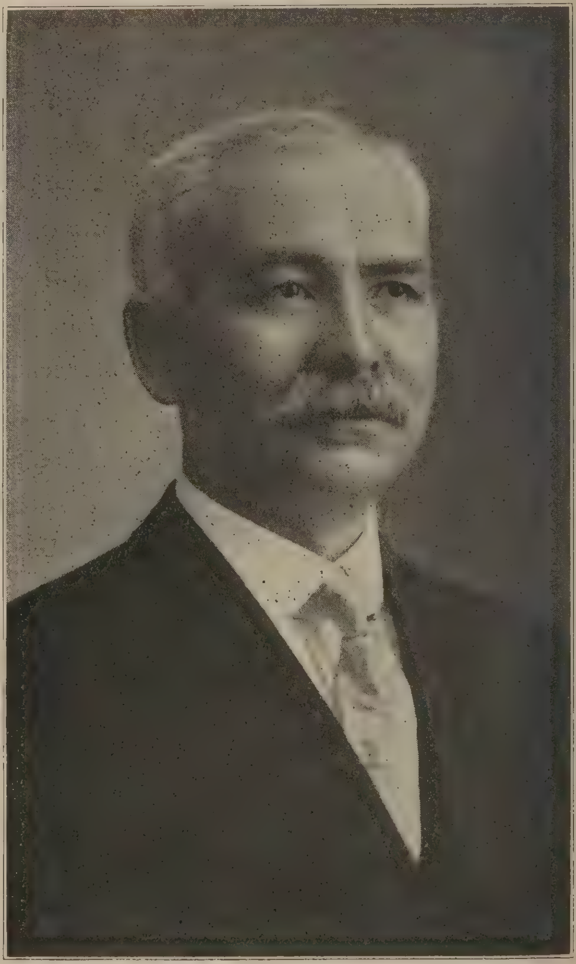
Thursday Afternoon

Great patriotic gathering (closing the convention) at

Mr. George W. Waggenseller, editor "Post," Middleburg, Penna., who will tell how he built up a circulation of 5,000 in a county of 16,000 people, with six competitive newspapers.

Hon. Will H. Mayes, Dean of Texas School of Journalism, Austin, Texas, who is to speak concerning "The Influence of Schools of Journalism Upon American Literature."

Mr. Alonzo D. Moffett, Elwood, Indiana, editor "Review," Twenty-seventh President N. E. A., who is to discuss the question "Does It Pay to Construct a Building for a Newspaper Plant?"



Mr. Dietrick Lamade, publisher "Grit," Williamsport, Penna., who will speak of "Features for Newspapers."

Independence Hall, at which it is hoped to have President Wilson.

Monday June 26

Assembly Hall, Commercial Museum

General Session—President Houston presiding.

9:30 A. M.

Concert.

Mr. Adolph S. Ochs, publisher "New York Times," will deliver an address on "Interior and Metropolitan Dailies:—Facts and Theories Tested by Experience."

10:00 A. M.

Invocation.

10:10 A. M.

Address of welcome, Governor Martin G. Brumbaugh.

10:30 A. M.

Address of welcome, Mayor Thomas B. Smith.

10:45 A. M.

Address of welcome, Robert H. Durbin, president Poor Richard Club.

11:00 A. M.

Response for Associated Advertising Clubs, William Woodhead, San Francisco.

11:15 A. M.

Report, President Herbert S. Houston.

11:30 A. M.

Report, Secretary P. S. Florea.

11:45 A. M.

Report, William C. D'Arcy, chairman Advertising Committee.

12:00 A. M.

Report, Irving F. Paschall, chairman National Exhibit Committee.

12:15 A. M.

Report, E. T. Meredith, chairman National Program Committee.

12:30 Noon

Adjournment to Houston Hall, for annual photograph.

12:30 Noon to 1:30 P. M.

(Monday and every other noon).

Band concert; luncheon served in University of Pennsylvania Gymnasium.

12:30 Noon

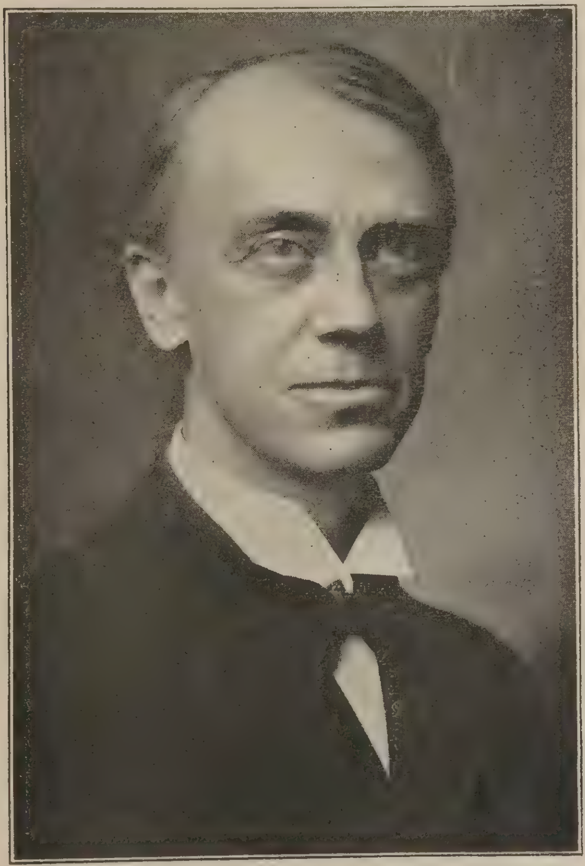
(Monday and every other day).

Luncheon meetings of Executive Committee, A. A. C. of W., and of National Advertising Commission.

Afternoon Session

1:30 P. M.

Address (by a retailer).



Hon. Walter Williams, Columbia, Mo., Dean of Journalism, Missouri University, Columbia, Mo., Eighth President N. E. A.; President World's Press Congress, who is to address the Convention upon "The World's Journalism."

2:00 P. M.

Address, N. C. Kingsbury, vice-president American Telephone and Telegraph Co., New York.

2:30 P. M.

Address, Adolph S. Ochs, New York Times.

3:00 P. M.

Address, Cyrus H. K. Curtis, Curtis Publishing Co., Philadelphia.

Mr. A. O. Bunnell, "Advertiser," Dansville, N. Y.; Tenth President of the N. E. A. whose subject is "In Reminiscent Mood."

Hon. Courtland Smith, President American Press Association, New York City, who will speak upon "Securing Advertising for Newspapers."

Mr. John Redmond, editor Republican, Burlington, Kans., who has chosen "The Country Weekly" as his subject.

Mr. John A. Sleicher, editor "Leslies's Weekly," New York City, who is to deliver an address of primal interest.

3:30 P. M.

Address, "Prosperous America," R. Goodwin Rhett, president Chamber of Commerce of the United States, Charleston, S. C.

4:30 P. M.

Adjournment.

7:30 P. M.

The Night Pageant on Broad St.

Hon. Josephus Daniels, Secretary of the Navy, Washington, D. C., who will deliver an address Wednesday, June 21st.

Tuesday, June 27

Assembly Hall, Commercial Museum

General Session—Provost Edgar F. Smith, University of Pennsylvania, presiding.

9:00 A. M.

Concert.

9:20 A. M.

Invocation.

9:30 A. M.

Address, "The Retail Merchant Wants to Know," Frank Stockdale, secretary and lecturer, National Educational Committee, Chicago.

9:40 A. M.

Address, "The Foundtion of Better Business," Lewellyn E. Pratt, chairman National Educational Committee, New York.

Daily Newspapers

Chairman, Lafayette Young, Jr., Des Moines Capital, Des Moines

Tuesday, June 27

10:00 A. M.

Address, "Truth in Advertising," Samuel Hopkins Adams, New York Tribune, New York.

Address, "A Defense of Proprietary Medical Interests With Respect to Advertising," H. B. Thompson, attorney for the Proprietary Medical Association, Washington, D. C.

General debate, open to all in attendance.

Election of officers.

1:30 P. M.

Address, "The Sort of Coöperation Newspapers Should Extend to Advertisers and Advertising Agencies," Paul E. Faust, Mallory, Mitchell & Faust, Advertising Agency, Chicago.

Address, "A Study of Newspaper Coöperation: What It Is and What It Should Be," G. Edward Buxton, Jr., Business Manager, Providence Journal and Bulletin, Providence, R. I.

Address, "What Newspaper Coöperation Should Be as Indicated by the Investigations of the Bureau of Advertising," W. A. Thomson, Director of the Bureau of Advertising of the A. N. P. A., New York.

General debate.

Wednesday, June 28

1:30 P. M.

Address, "How Newspapers Can Improve Their Solicitations with Advertising Agencies," Richard A. Foley, Richard A. Foley Agency, Philadelphia.

Address, "A History of the Press Agent Abuse and the Remedy," L. B. Palmer, General Manager of the A. N. P. A., New York.

Address, "The Vigilance Work of the Associated Clubs as Relating to Newspapers," H. J. Kenner, Secretary National Vigilance Committee, Indianapolis.

General debate.

B. B. Herbert, Chicago, Ill., editor National Printer-Journalist, founder and first President National Editorial Association, Chairman Memorial Committee.

4:30 P. M.

Adjournment.

4:30 P. M.

Trip to Navy Yard, to witness military and naval maneuvers, inspect battleships, etc.

8:00 P. M.

Military and Naval Carnival, Franklin Field.

Teachers of Advertising

Chairman, Walter Dill Scott, Professor of Psychology, Northwestern University

Tuesday, June 27

10:30 A. M.

Secretary's report, G. B. Hotchkiss, New York University.

Treasurer's report, Martin L. Pierce, Y. M. C. A., Canton O.

Address, "What the Business Man Wants From the Student of Advertising," S. Roland Hall, Alpha Portland Cement Co., Easton Pa.

Address, "What Should Be Taught in a College Course in Advertising? John E. Treleven, University of Texas.

Address, "The Students' Point of View."

1:30 P. M.

Report of Publicity Committee, Hugh E. Agnew, University of Washington.

Address, "Function of the Y. M. C. A. in the Teaching of Advertising," Frank Le Roy Blanchard, editor of the Editor and Publisher, New York.

Address, "Advertising in the Secondary Schools."

Address, "Relation of Advertising, Salesmanship and Commercial Correspondence."

Address, "Teaching Advertising by Correspondence," C. W. Chant, the Shaw Schools, Toronto.

Round Table Discussion of Laboratory Methods, led by B. O. Bliven, University of Southern California.

Wednesday, June 28

1:30 P. M.

Report of Committee on Research, Paul T. Cherington, Harvard University.

Address, "Opportunities for Advertising Research," Harry L. Hollingworth, Columbia University.

Address, "Some Research Methods," Daniel Starch, University of Wisconsin.

Address, "Relation of the Teacher of Advertising to Business," Walter Dill Scott, Northwestern University.

Address "Teaching of Art in Advertising," Frank Alvah Parsons, New York University.

Report of Nominating Committee and election of directors.

WILL H. MAYES

Chairman of the School of Journalism, University of Texas

About twenty-five years of the life of Will H. Mayes have been given to "country journalism." The entire time being spent on one paper, "The Brownwood, Texas Bulletin," which he edited as a weekly and then as a daily publication until he became Lieutenant-Governor of Texas in January, 1913. He still owns half interest in that publication, which is now under the actual control of his brother, H. F. Mayes.

Will H. Mayes was born at Mayfield, Kentucky, May 20, 1861. His father was a physician and his mother, in his early boyhood, taught a country school which he attended. After receiving the usual country school education, he attended "Mayfield Academy," the Paducah District Methodist College at Milbourn, Kentucky, and a private school known as Norton's Select School at Union City, Tennessee. He then taught a country school for awhile, before taking a law course at Vanderbilt University in 1880-81. In May, 1881, he became a member of the law firm of Park & Mayes at Mayfield, Kentucky. In March, 1882, he located in Brownwood, Texas, and was elected county attorney of Brown County, Texas, in November of that year. He held this office for two years, engaging also in the general practice of law, until the summer of 1888, when he bought the "Brownwood Bulletin."

He served as president of the Texas Press Association in 1900, and of the National Editorial Association in 1909, and is now vice-president of the American Association of Journalism Teachers.

In November, 1912, he was elected Lieutenant-Governor of Texas, resigning that position April 1, 1914, to become chairman of the School of Journalism of the University of Texas, which he organized.

* * *

ILLUMINATIONS AT PHILADELPHIA CONVENTION

Associated Advertising Clubs of the World

Franklin was not only America's first great printer-journalist and originator and promoter of effective advertising but the first great discoverer in the fields of electricity and the possible uses of the mysterious electric agency for light, heat and power. It is fitting that these facts should be remembered in the city where Franklin lived, worked and studied. The Philadelphia Press gives the following as to duration and display the welcome and entertainment of the visiting advertising editors and printers:

The decorative center pieces on Broad Street, between Vine and Spruce, will consist of the erection of two statues of Benjamin Franklin, twenty-three feet tall, one to be erected at the south front of City Hall and the other at the north front. The statues are to be made of staff and will be pure white. Both will be "flood-lighted" at night time, showing Franklin, the father of printing and advertising, in all his glory welcoming the advertising men.

Standards on the Street

In addition to the statues of Franklin, the tower and statue of William Penn, on top of City Hall, will be lighted by numerous search lights. On the curb line on both sides of Broad Street, from Vine to Spruce, 152 ornamental standards will be erected. On each one, four 1,000-candle power lamps will furnish the illumination. On the top of these standards, banners will be mounted and on the outside of each will be painted the insignia of the advertising men and the other side will bear the names of the various States they represent as delegates to the convention.

On the night of the parade, as the pageant marches down Broad Street, searchlights on the reviewing stand at Broad and Arch Streets flashing multi-colored lights will follow the pageant as it marches southward on Broad Street.

Light on River Pageant

In the center of the Girard Avenue bridge and facing north will be another statue of Benjamin Franklin in pure white. At night it will be "flood-lighted." To bring the river pageant in bold relief for the reviewers on the reviewing stand, which is to erected in the park, both sides of the river will be "floodlighted," powerful rays from both sides being played upon the floats, Venetian gondolas and other craft which will pass up the river.

One of the most novel schemes of the entire night illumination will be an aurora borealis. It is proposed to place on the west banks of the Schuylkill a number of searchlights, having a total of 15,000,000-candle power. These searchlights will produce all the color scheme of the rainbow. As these shafts of varicolored lights illumine the Heavens, the aurora will have been outdone.

Second Convention of Wisconsin Federation of Printing and Press Associations

Studying Costs and Newspaper Making—the Editors Ask for Abolishing Government Printing of Envelopes and Restoration of Right for Free Contracts Between Publishers and Transportation Companies

A PLEASING feature of the Second Annual Convention of the Federation of Wisconsin printers and publishers was that of thorough preparedness on the part of the officers and those on the program. Not to mention others, especially here, President H. L. Hoard, of the Wisconsin Press Association, had done an unusual amount of useful, preliminary work as was evidenced, not only by his able annual address, but by carefully prepared by-laws and important resolutions presented in printed proof sheets for consideration , amendment adoption or rejection. Anyone who is familiar with convention work will understand how useful this work really proved to the committees and to the members, in the reaching an understanding, in expediting business and in securing well considered and really helpful legislation or action.

Halbert L. Hoard, editor Jefferson Co. Union of Fort Atkinson, Wis., and President Wisconsin Press Association, 1914-15-16

Both the excellent Madison dailies, the Democrat and the State Journal are to be commended for the full and helpful reports they gave of the sessions, and without further credit we hope that the borrowing from these daily reports will be considered only as for the good of the cause and with no thought of appropriating matter without full acknowledgement of the same.

The forenoon of Tuesday was devoted to the registration of the members of the organization. In the afternoon at the Park Hotel, Robert C. Fay, advertising director of the Chicago Paper Co., talked on Creation—the Motive Power of Direct Advertising. Original advertising was his plea, in which he used colored slides to effect. "Creative printing is the greatest force in the advertising and commercial world today, and you Wisconsin publishers must not only be students of creative advertising force, but you must be its masters—its professors," said Mr. Fay. In his talk on the value of color as an advertising medium, he used the Panama-Pacific exposition as a potent example.

In conclusion Mr. Fay made an appeal for truth in advertising. "You must have truth as the fundamental basis of your advertising. Found your business upon it and tell your advertising stories in a plain, business-like manner, and truthful way."

Stopping Office Leaks

W. J. Hartman of Chicago, the "grand old man" of cost accounting, told the printers, in his talk on Stopping Office Leaks, that most printing offices had not merely a few leaks to stop, but that they were virtually sieves.

"The printer," Mr. Hartman said, has always been the meekest of all tradespeople, and when he has not been letting his profits leak away he has been permitting his customers to take them away in the form of low rates. Even when Gutenberg borrowed the money from Faust to print the first Bible ever printed with movable type, Faust swooped down on him with a foreclosure on the finished product. We printers have been doing the same ever since."

Office leaks have, according to Mr. Hartman, relatives in every business. The common variety of office leak, the plain business waste, can be detected and plugged by any alert business man; but there are a few peculiar to the printing office. Some of these he pointed out and told how to apply the stopper.

"Depreciation is the printer's constant companion; I know printers who have lived on depreciation for years. Type, just plain country-office type, depreciates at the rate of 25 per cent a year, and allowance should be made for replacement every four years. Lack of enough good material to enable a man to set up a job is another printer's leak. Absence of a true cost system is, probably, the biggest leak that can be found in a printing office.

"Although you printers in Wisconsin have a wonderful opportunity to call in the aid of your university extension to establish for you a cost system, there are but 15 of you who have availed yourselves of that opportunity."

Advertising Costs in Weeklies

Lyle C. Clarke of Baraboo, a senior of the university course in commerce, delivered a paper, giving the results of his investigation of advertising rates based on costs in Wisconsin. Using his studies on the results of a cost survey by the Wisconsin publishers. Mr. Clarke discovered that advertising costs extended from 17 cents per inch on one year contracts to 29 cents per inch for advertising without contracts, in weeklies under 1,000 circulation.

A session was held in the Senate Chamber of the State Capitol in the evening at 8:00 P. M.

A Marinette Exhibit of Community Survey

As an illustration of this idea, Mr. Noyes exhibited a survey which has been published by the Marinette Evening Star, consisting of twenty-four pages. The book contains three small maps, a map of Marinette county and a map of the city as a whole, as well as the indexed and classified list of retail merchants, an explanation of the business of the paper, a statement as to its circulation, the resources of the tributary territory which surrounds the city, and a statement by the state auditor.

He said that it is very necessary that the newspaper should give the advertiser a detailed account of its business, because the advertiser must know how many readers the advertisement will reach.

Seen in Pictures

Much interest was taken in the moving picture films showing the survey made by the Chicago Tribune for the benefit of its advertisers, and in the six reels showing actual scenes in the offices of the Curtis Publishing Co. in Philadelphia.

As an illustration of the relative speed of the present method of printing the Saturday Evening Post as compared with the speed of the old method of printing, the Curtis company makes the statement that by means of the Washington hand press it would take nineteen years to print one single edition of the Saturday Evening Post.

At the morning session Friday President H. L. Hoard delivered his annual address before the Wisconsin State Press Association (to be published next issue) in the State Senate Chamber at the Capitol. He also took up the subject of increasing profits.

Few Printers Make Money

"It is a matter of record that few printers make any money," said Mr. Hoard. "It is a matter of record that many printers fail. There may be some fun trying to beat the other fellow's price, but there is much more fun in running an automobile, and it is pretty hard to do both. If you have any designs on an automobile, don't give up to the idea that the merchants in your town cannot pay you a reasonable profit for your space. Do not be satisfied with steering a craft that is a failure financially."

Mr. Hoard referred to the universal increase in prices, due, he said, to the increased production of gold, and the resultant increase in advertising rates it makes necessary. He suggested further boosting of advertising rates.

"You should state in clear type that advertising rates are to be increased 2 or 3 cents per inch, in an effort to make a better paper, promising that the amount of space so used will gradually shrink, as indeed it will. You might add that anyone who wishes to start an opposition paper and lose money can have the sweet privilege."

Mr. Hoard urged a daily tab on expenses and painstaking research into the profit of the business.

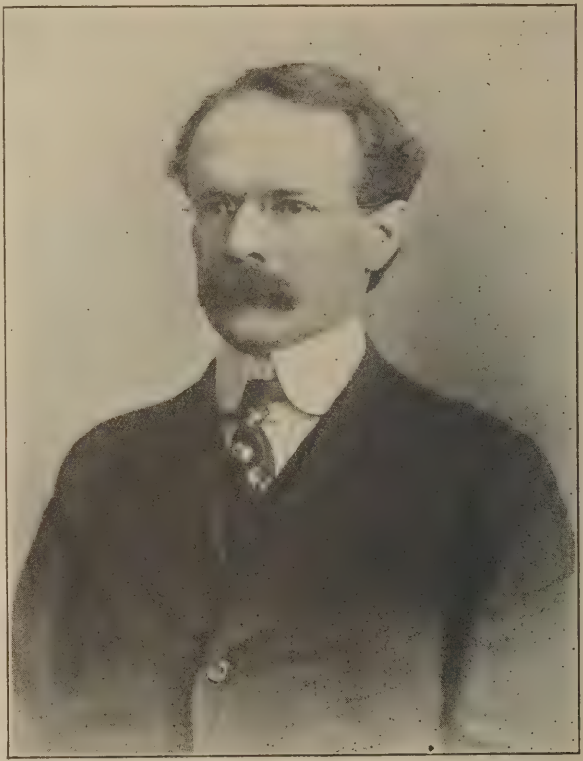
Merlin Hull, Black River Falls, took a two-handed wallop at the "sub-rosa" press bureaus that impose upon newspapers with their anonymous and misrepresentative material. (See page 368 for address on "Ethics of Newspaper Profession.)

R. M. Crawford delivered an address on "Printing the News and Explaining It." (See page 375.)

Luncheon at Woman's Building

Friday noon following the morning sessions of the different organizations, all united in the enjoyment of an excellent, well-served luncheon, at the Woman's Building, after which a group picture was taken. Of the speeches following the luncheon, the Wisconsin State Journal gave the following brief mention:

> The values of coöperation and a definite cost system were emphasized by the speakers of the Wisconsin Federated Printing and Press Associations at the luncheon at the Woman's Building today.
>
> "The printing industry has grown to third place among the professions of this country," said Wilson Van Hinkle, assistant secretary of the United Typothetae and Franklin Clubs of America. There are now many helps to printers, not only on the monetary side. The future offers bright promise to those who will give heed to the new order of things."



Merlin Hull, publisher Journal, Black River Falls

Mr. Van Hinkle described the history of the national organization, from its foundation in 1887 to its present position of influence and broad comprehension.

"You are all welcome to ask the national office for any information concerned with printing," said Mr. Van Hinkle. "All possible help will be given by the research department."

William J. Hartman advocated strong coöperation and use of system.

"The cost system will make anyone prosperous," he said. "The printer is one of the greatest artists in the country, though unrecognized as such.

"The printer has not yet a coöperative spirit, however. Every man should help the others in his profession. Men should give and take, and get something for the brains they mix with the ink. The cost system—proper accounting—is the means of obtaining a fair price."

Herbert Speaks

B. B. Herbert, the printer-journalist, who commenced attending the Wisconsin Press Association thirty years ago, spoke of the rise in the status of printing and newspaper work as a whole.

"A few years ago, editors were not looked upon as worthy of recognition by the pulpit," said Mr. Herbert. "But now printers and editors, on attendance at their conventions, are asked to fill the best pulpits of our great cities and are preaching the gospel of truth and being honored for it. The Psalmist of old said 'Verily every man at his best state is altogether vanity,' but there is no vanity in a pay-roll, and I am glad that this cost system is teaching us what is necessary to do to meet the pay-roll."

At the afternoon session of the State Press Association resolutions were passed urging the restoration of the free postage privilege to newspapers for county circulation, no matter whether they went into towns having free delivery systems or not. The editors also favored a return to the exchange privilege for railroad advertising. They favored the passage of house bill No. 8664, which provides that the government shall sell no envelopes containing any lithoghaphing or engaving except the stamp, or any printing or advertising except a printed request to return the letter to the writer.

Resolutions were passed on the death of Charles A. Booth, for many years an officer and active member in the Wisconsin-Press Association.

At the closing session in the evening the Press Association resolved hereafter to refuse non-negotiable state fair tickets that are issued in payment for an equivalent service that has been rendered or is to be rendered.

Officers Are Re-Elected

The officers of the State Press Association were reelected as follows:

President—H. L. Hoard, Ft. Atkinson.
Secretary—Miss Lura Dow, Palmyra.
Treasurer—E. J. Scott, Shawno.

Further report of the proceedings will appear in a later issue.

⁂

RESOLUTIONS ADOPTED BY WISCONSIN PRESS ASSOCIATION

Whereas, The present parcels post rates and classifications are discriminitory and unfair to the printers, particularly on smaller packages, therefore be it

Resolved, That we ask and demand a change and readjustment of such rates upon an equitable basis, which will put the product of the print-shop upon the same basis as other merchandise.

We recommend the adoption of the following resolution:

Whereas, This Association in previous conventions has adopted resolutions upon various subjects of importance to the public as well as to our members, and forwarded such expressions to our Senators or Members of Congress, and

Whereas, The attitude of our Representatives in the National Congress have not been made known to our Association as a whole, so that the members thereof might be informed whether or not our petitions have been regarded as of any weight or consequence, and

Whereas, The importance of the press as an educational factor is worthy of due consideration, and the publishing industry has reached such proportions that the press and its trade is entitled to equal recognition with other professional, commercial and agricultural associations of the State, therefore be it

Resolved, That the Secretary upon receipt of replies, he is hereby, directed to forward to each of our National Representatives a copy of each resolution adopted by this convention in relation to governmental policy, and to request from each such Representative a definite statement of his attitude upon the questions so resolved upon by us; and be it further

Resolved, That the Secretary, upon receipt of replies, is hereby instructed to make a compilation thereof in suitable form for publication and request the publication of the same in the Publisher's Auxiliary, American Press and National Printer-Journalist to the end that all Wisconsin publishers may have due information regarding the attitude of our Representatives; and be it further

Resolved, that all publishers of Wisconsin be requested to participate in the demand for the proposed changes herein suggested in the interest of fairness and justice to the public as well as to the craft, by writing personal letters to their Representatives in Congress.

* * *

THE EMPIRE STATE OF TEXAS WILL GIVE A BANQUET TO THE MEMBERS OF THE NATIONAL EDITORIAL ASSOCIATION IN THE METROPOLIS OF THE NATION

MONDAY EVENING, JUNE 19TH, 1916

The approaching Thirty-first Annual Convention of the National Editorial Association of the United States, is to be signalized by many notable events, as well as by addresses by leaders in and notables of the calling, besides an itinerary, with added entertainments that can never be surpassed in instructive interest and pleasure giving features. Among the notable events, is to be a banquet on Monday evening, June 19th, tendered by the great State of Texas to members of the Association and their ladies and invited guests, at the McAlpin Hotel, with a menu of Texas products. There will be floods of genuine Texas eloquence, following the enjoyment of rich, wholesome, unique relishes and dishes of the "made in Texas" menu, of which the Brownsville. Texas, Herald says:

"Many Texas counties will be represented and many distinctive dishes have been selected. Peanut pies, cotton seed flour rolls and cakes will be furnished by the Made-In-Texas board of Austin. Scores of Texas girls will provide preserves and canned products of the garden and orchard.

"Roselle jelly—a new preparation even in Texas—will probably be the strikingly unique item on the menu." Mrs. Landrum says. "Volumes might be written about roselle jelly; it is made of leaves and stalks and buds of a subtropical plant that flourishes in Nueces, Hidalgo, Kleberg and Cameron counties. and that can be grown in other parts of the State. Of a deep pink color, this jelly tastes much like Loganberry jell."

Texas Turkeys Served

Dallas News

Mrs. J. L. Landrum of the State Department of Agriculture is in Dallas to confer with the Chamber of Commerce and Manufacturers' Association and the State Fair Association regarding the Texas banquet the department is planning to serve the National Editorial Association, which convenes in New York, June 19th.

Many sections of Texas have responded with enthusiasm to the idea, Mrs. Landrum said, and numerous Texas products have been donated already for the banquet. Kleberg county will furnish the dairy products. Turkeys will come from the Cuero section, beef from the Plainview section. Similarly other sections of the State will furnish for the banquet products for which those particular sections are noted.

After each course moving pictures will be shown of the section from which the products came. After the fish course, pictures taken along the Gulf Coast will be shown. After the turkey course a moving picture of the famous Cuero turkey trot will be thrown on the screen. After the beef course pictures of the great Hereford herds on the staked plains will be shown. In this way the many resources of the State will be entertainingly and forcefully presented to the newspaper men from all over the United States.

* * *

W. C. CALHOUN DECEASED

Among the prominent delegates to the Thirtieth Annual Convention of the National Editorial Association, held in California, June 29th to July 9th, 1915, was numbered W. C. Calhoun, editor of the Rocky Mountain Magazine, published at Denver, Colo. He was a notable leader in Journalism of the Centennial State, having been engaged in the calling for thirty years, during all the years of his residence in Colorado. He first published the Rocky Mountain Sentinel, a well known weekly in Denver, established in 1887. He was also publisher and editor of the Illustrated Weekly, and in 1904 established the Rocky Mountain magazine, which at that time he built up a circulation of upwards 100,000. He also owned and managed the Calhoun Advertising agency, which did a flourishing business. After a year's stay in California he returned to his home, about three months before his death and plunged into activities which perhaps hastened his demise.

He was owner of the Beaver Valley ranch in Teller County, which contains over 4,000 acres; also, he owned an 800-acre ranch near the city of Cripple Creek. He died at the family residence, 1820 Sherman street, Denver, Colo., May 12, 1916, at 3 p. m. He had been ill one week. His illness, caused by general break-down in health, through too close application to business, pneumonia set in which was the immediate cause of his death.

Mr. Calhoun was widely known in business circles, and had a large number of friends. He was Scottish Rite thirty-two degree Mason, a member of El Jebel Temple of Shriners, a member of Temple Lodge No. 84, and a Knight Templar, under whose auspices the funeral was held. Mr. Calhoun was born in Urbana, Ohio, in 1863. He is survived by a widow and a son, 13, W. C. Calhoun, Jr.

Mr. Calhoun was a man of quiet disposition and took a great interest in the old friends who had been unfortunate. His charity work was as his disposition—quietly done. Mr. Calhoun was an honest man, and his best friends were those closely connected with him in business, and his many employes truly mourn his loss. Mr. Calhoun always carried in his paper a "Do Good Unto Others" column, as well as one on "Cheerfulness," and his one ambition was to do good unto others.

The following editorial paragraphs taken from his last issue give an idea of his splendid character.

"Make happiness a habit. Just think and talk happiness and it will be yours."

"What matters then where your feet stand or wherewith your hands are busy, so that it is the spot where God has put you, and the work which He has given you to do."

"There is beauty and benefit to mankind in everything in nature. You need only to look in the right place to find it."

"Think pleasant thoughts: express cheerful words; look on the bright side of things. The darkest cloud has a silver lining. Night brings out the stars. God, and the universe want to make you happy."

* * *

Marco Morrow, Director of Advertising of the Capper Publications was one of the speakers at the Annual Convention of the Arkansas Association of Lumber Dealers held at Pine Bluff, Arkansas, May 25th to 27th.

* * *

PRINT PAPER CONDITIONS AND A NEW SPRING SUIT

The Maury, Tenn., Democrat of Columbia, appeals to the American Press, on account of its advantageous and commanding position, to secure and disseminate the facts, as to print paper conditions. It is a large undertaking but we hope the American Press is equal thereto. When first entering the business of publishing a newspaper, we paid twelve cents a pound for print paper, but then, that was before the universal days of wood pulp and a great war had unsettled matters. U. S. greenbacks were still at a discount, as specie payment had not been resumed.

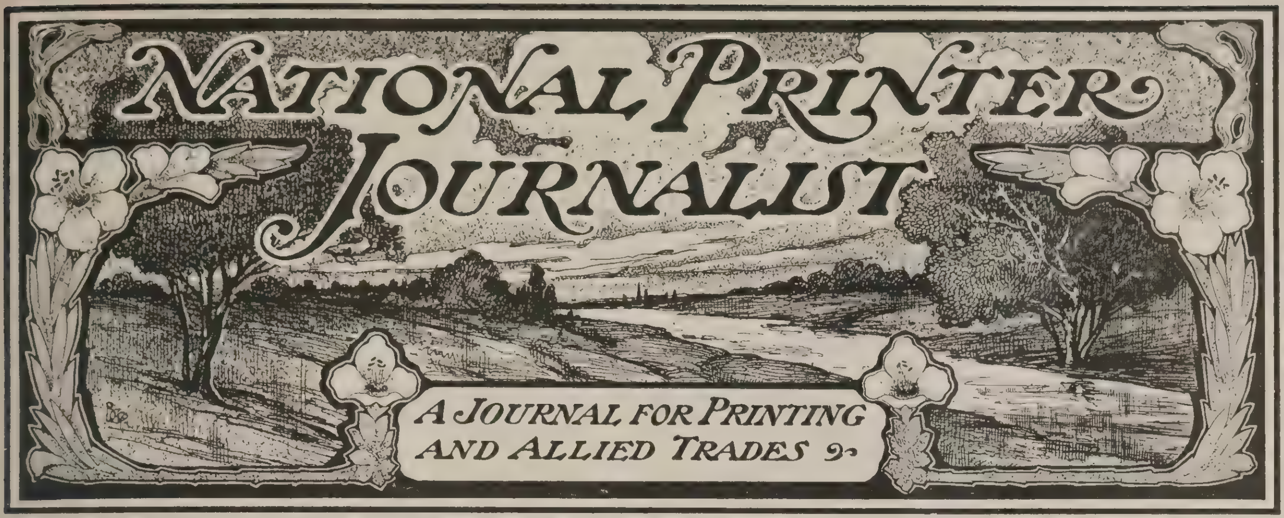
By the way, the Democrat is not permitting the price of paper to interfere with its improvements or enterprise, it has been donning, as it announces, "it's new spring suit by degrees," "the weather being too changeable to discard winter clothes all at once, and as it goes without saying that the paper wants to maintain its good health and grow stronger day by day, it behooves "us" to be prudent, just as it does you. However, by the time your flannel sticks to your skin, fans fly instead of coal dust and knee drawers feel good on the legs of cold footed bachelors, married men and young men included, and when the boys have stonebruises on their feet from going barefooted, this paper will be strictly in the swim. Meantime, it proposes to make the frank, neat and respectable appearance, promptly, as usual, until the new dress is put on. Come and see us, and send in your orders—they will be filled promptly."

* * *

NEW PUBLICATION ITEM

Prospectuses are being sent out by Jacob Backes, 121 Bible House, New York, to the effect that the first number of The American Proofreader, devoted to the interests of the correcting profession, will appear June 1, 1916. It is believed that no periodical of the kind has previously appeared or been attempted in any country or in any language.

Incidentally the prospectus provides the means for taking a national poll (straw vote) indicating whom proofreaders throughout the United States prefer as the next president. All devotees of the style card are invited to participate, the results being tabulated in detail in the June issue.



NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, JULY, 1916 NUMBER SEVEN

The Country Weekly Newspaper

An Address Delivered Before the National Editorial Association, in New York City, Wednesday, June 21, 1916, at the McAlpin Hotel, by Geo. W. Wagenseller, Editor and Publisher, Middleburg Post, Middleburg, Pennsylvania.

CIRCULATION is the bone of contention in every progressive newspaper office. It is the basis upon which commercial advertisers determine the value of space. Whether the advertiser endeavors to beat down the price of the publisher or not, the fact remains undisputed and unchallenged that both the quantity and character of circulation determine the commercial value of space in a newspaper.

Basis of Revenue

The revenue of a newspaper business is derived from two sources, viz: Subscription and advertising. Hence, it is vastly important to the publisher, on account of the subscription revenue alone, whether he has 500 or 5,000 paying subscribers, but as the amount of revenue from advertising also depends upon the quantity and character of the circulation, the question of obtaining a substantial and reliable list of subscribers is the problem upon which is based the ultimate solution of the newspaper's destiny.

This brings us down to the milk of the coconut,—producing revenue from the publishing business. The subscriber parts with his money in order to secure the newspaper that publishes what he wants. No matter how good a newspaper you may produce, it will avail you nothing unless it contains what the people want.

Our worthy President, Mr. Rountree, has asked me to explain to this Association how it was possible for one country weekly newspaper, in a small county of less than 17,000 people to build up a circulation of over 5,000 copies, with six other competitive newspapers. It is impossible to outline a plan of subscription campaign that will fit all the emergencies of every locality and it is impossible in the time at my disposal to mention every detail, but we shall try to mention the more important items which brought the growth of circulation.

Circulation Jumps From 2,200 to 5,000

In July, 1917, with seven newspapers (all weeklies) published in Snyder County, with a population of only 17,000 people, the Middleburg Post, in a town of 1,000 people, led with a circulation of 2,200 copies. I, as the publisher, felt that there were at least 800 more people who should subscribe for the post and while an effort was made to secure them by January, 1908, we did not reach the 3,000 mark until April, 1908. The next unit to fulfill our ambition was 1,000 more and the 4,000 mark was reached about July, 1909. Then, Hebrew-like, we wanted another unit. We next explored territory adjoining our county and followed our friends to the distant states. We reached the 5,000 mark in autumn of 1910, and we are now publishing from 5,100 to 5,200 copies per week to supply the demand.

There are certain well defined truths that can be deducted from my experience in obtaining circulation that perhaps may be of benefit to the novice, but they are doubtless familiar to the older and more experienced members of this Association.

In building circulation,—the bone and sinew of the publisher's revenue, two important elements are needed:

News The People Want

First. Produce the newspaper the people want. Some say, produce a "good" newspaper, but I have no faith in the term "good" newspaper, because when I published what I called a "good" newspaper, I could make no headway. There is some virtue in calling any newspaper "good" that produces subscriptions and holds subscribers.

The strongest point I can make in producing a newspaper that the people want is to publish what we call "Country Correspondence," or letters from every locality where the Post circulates. People like to see their names in print. We publish from 30 to 50 letters every week and in that way mention a great many names in the course of a year.

Names A Pulling Force

We encourage our readers to send us accounts of parties and to mention the names of all the guests. Our Slogan is names, names—the more names the better.

In 1908 we bought a Junior Linotype, so that we would never run out of Capitals. We began publishing names, names, names, and the result has been that the people must come to the Post, because there is where they find what they want. This machine last year was consigned to the scrap heap, and a brand new Model No. 8, Linotype is doing service in its stead. We beat all our competitors by four or five years on the introduction of linotype composition; they tried to beat us by introducing during the past few years the Model 15, single magazine machines, and we went them two better and put in the only three decker linotype in the territory, and probably the only No. 8 linotype in a little borough of 531 inhabitants, in the United States.

Mr. George W. Wagenseller, Editor "Post," Middleburg, Pennsylvania

This may not be a good newspaper but results show that it constitutes the kind of a newspaper that people want and for which they are willing to part with their money.

Pursue Course of Least Resistance

No newspaper can long survive on pet theories, fanatic ideas, or a lazy, indolent staff. No business comes in such close contact with the pulse of the people as the country weekly and while it is the business of the editor to lead his reader and direct his thoughts, upbuild humanity and promote the welfare of the race, it is suicidal to attempt to educate his readers to absorb passages of Scripture when they prefer the local items of their town and county.

High Moral Standard

I hold that no newspaper publisher can permit the adoption of a policy in the selection of material for his columns that would deteriorate the high standard of journalism required by the highest standard of morals among the best of his readers, but he should seek out, select and concentrate such matter for his columns which his constituency requires. This makes friends for the newspaper and for the publisher. With this friendship comes also the financial support for which every publisher is looking and to which every publisher is justly entitled.

Early in life, I selected journalism for my vocation, because my inclinations naturally drifted in that avenue, and while this calling is particularly congenial, I am frank to state that I am not in the business for my health. Every publisher should study the wants and requirements of his readers and give them what they want. That is the secret of success in the business.

I do not believe in the readers dictating the editorial policy of the paper, because that belongs to the editor.

Editor's Far Reaching Utility

When a publisher has won the esteem and friendship of his readers, by publishing the kind of news they want, he is in a position to mold opinions, formulate character, stimulate ambition, arouse interest, promote new ideals and carry with him their confidence in the promotion of any progressive or legitimate project.

Having furnished his readers with the kind of a newspaper they want and at the same time, having pursued a righteous position upon public questions affecting their material and moral welfare, the publisher has won more than half of the battle in securing circulation.

Should Hunt Business

Second. Get after the business in a progressive and energetic way. The publisher who waits for something to "turn up" is always dependent upon chance and the uncertainty is just as likely to drop in the other fellow's lap.

The business that is worth having is worth going after, if it can be obtained in commercial quantities. Assuming that the publisher is producing a newspaper the people want, it is necessary to introduce the newspaper where it is not known. No matter how much you publish what the people want, business will come slowly unless you go after it in some way or another. There are three ways generally recognized as good business producers:

a. Sample copies.
b. Circular letters.
c. Personal solicitation.

To this some publishers might add "Voting Contest," but I can not recommend them for general use. There may be conditions where they can be profitably employed but I have found them too expensive for the results obtained.

If the voting contest produces a sufficient number of new subscribers who become permanent patrons, at a reasonable cost, the voting contest may be considered a good thing. The voting contest, as a rule, makes new business very expensive and unless the newspaper enjoys plenty of advertising at a reasonably high rate, the cost of the contest is too high to be profitable.

Means Employed Were Successful

As for sample copies, circular letters and personal solicitation I know that all three can be profitbaly employed, either separately or jointly. The cheapest way is to sample copy liberally. The most effective way is by personal solicitation.

Personal Solicitation The Most Profitable

From 1907 to 1911, the period of the big increase, we employed a personal solicitor during the summer season making a house to house canvass of the entire territory. It was during this period that the circulation jumped from 2,200 to 5,000. Since that time, we have done practically no personal work, but we have maintained the circulation by maintaining the high character of the newspaper product. A number of the competitive newspapers have changed hands and new owners have taken turns in bumping their heads against a stone wall in their vain effort to wrest from the Post, some of those much coveted "Over 5,000 subscribers." Possession is nine points of the law. The reading public does not care for fleeting phantoms that come and go with the summer or the winter breezes. One competitor, baffled at every effort to break in on "our 5,000" actually undertook to donate yearly subscriptions by the hundreds, in the vain hope of gaining public favor. The movement cheapened the product and resulted disastrously to the promoter.

The reason we employed no solicitor for the past five years is because we felt there were too few people to get as subscribers to make solicitation profitable. We have decided to put a solicitor in the field this summer in an effort to raise the circulation up to 6,000, but in order to do this, it is necessary to explore some new territory; but we propose to find out whether 5,000 is really the limit of our field.

My advice to any publisher is to select a field where there are no newspapers, or where the newspapers are weak and not producing an up-to-date publication. An established up-to-date newspaper that is giving the people what they want has erected a stone wall that can not be battered down by the use of a "wish-bone." Cutting prices and donating subscriptions only cheapens your newspapers in the eyes of the readers and consequently fails to inspire confidence or patronage.

Do I Use Premiums?

A premium house, seeing my subject in the trade papers, wrote and ask if I used premiums. I never used a merchandise premium in my life. I prefer to leave that to the stores. When I want to go into the store business, I will sell my newspaper, but while I am in the newspaper business, the paper must either sell on its merits, or fall by the wayside. I club with daily newspapers, some farm papers and a few magazines, and have found it practical, as it saves the subscriber the trouble of making more than one remittance.

Unfortunately our county is small and the growth of business has necessitated the invasion of territory adjacent to our county, which means the gathering of news not only of our own county, but of the new localities as well.

The fact that we have gone outside of our county and by applying the principle of publishing what the peolpe want and going after the business have succeeded in getting the business, is abundant proof that the two salient elements of building circulation here laid down, are based upon a reliable and dependable foundation.

There are many supplemental details that had to be worked out and made to fit the requirements of this particular field, but local conditions generally differ so materially, that we deem it inexpedient to burden this Association with that part of the plan.

Diplomacy and Energy Required

But the publisher, who will produce the kind of a newspaper the people want and goes after the business energetically, is erecting a firm foundation,—nay he is building a structure that will stand as long as his keen business judgment is able to discern the wants of his clientele and his energy is diplomatically applied to the needs of the business office. Having adopted and perpetuated a policy like this you will have erected a barrier that will baffle rival competition, until the invader of your territory produces a better equipment, absorbs a keener insight into the needs of the community and strikes a telling blow against your business structure with a more vigorous energy.

Find out the kind of news the people want and give it to them. This will successfully solve the circulation problem, not only for the weekly newspaper, but for every newspaper that is published.

American League of Big Country Weeklies

Though somewhat off the subject assigned, I wish to present another subject to the Big Country Weeklies of America. The Post must get some of its circulation outside of our county so that the advertising rate of 30 cents an inch is considered high for a local business man to pay inasmuch as he does not get all of the circulation. The National Advertiser will realize value from every copy distributed. We have recently inaugurated a campaign for contracts from National Advertisers, and have succeeded to a limited extent. There should be 100 country weeklies in America, with from 3,000 to 5,000 or more circulation, who doubtless have live, energetic publishers. These publishers should form a business organization and employ advertising representatives in every large city to solicit foreign advertising for this League of Big Country Weekly Newspapers. One country weekly newspaper can not afford to do this, but there should be enough wide awake publishers of Big Country Weekly Newspapers even though they have less than 3,000 circulation, to make the plan feasable. The country weekly newspaper is in close and intimate touch with the readers and the National Advertiser should be made familiar with the situation. A number of the publishers of the Big Weeklies have met me here this week on this proposition. Those who are interested are invited to join with us in the consideration of this question.

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PROFESSOR OF JOURNALISM OF UNIVERSITY OF MISSOURI TO EDIT MELBOURNE EVENING HERALD

Charles G. Ross, Associate Professor of Journalism in the School of Journalism of the University of Missouri, sailed from San Francisco June 13 on the Steamship Sierra, of the Oceanic Steamship Line, for Melbourne, Australia. Prof. Ross has been granted a year's furlough. During that time he will be employed as sub-editor of the Melbourne Evening Herald. Prof. Ross was accompanied by his wife and family. He will return to the University of Missouri for the session of 1917-18. He has been a member of the faculty of the School of Journalism at Missouri since its organization in 1908.

The Future of the Newspaper Woman

Address Delivered Before the National Editorial Association, New York, by Mrs. George E. Hosmer, Denver, Colo.

IT is a great truth, according to one of the sages of the age, that a woman can resist anything excepting temptation. That is why, when I was asked to address this body, I did not refuse. To talk is always a temptation—(and not alone to a woman). Had I known what the program man would do to me, I might have found strength for the impossible and have said "No," but who could have forseen that my name would appear on today's program? Why, today is the most undesirable day of all days to make a speech. Today has come right after yesterday, and yesterday I had barely completed the journey from the top of the United States, clear down to the largest city in the world, and it has come immediately preceding tomorrow, and tomorrow—a glance at tomorrow's program does not seem to reveal a resting place. I don't know how the rest of you feel at this moment, but for myself—well, to borrow the classic language of one of our present day poets,

"I wisht I wuz a rock
A settin' on a hill;
A doin' nothin' all day long,
But jest a-settin' still!
I wouldn't eat—I wouldn't sleep—
I wouldn't even wash.
I'd jest set still a thousand years,
And rest myself, begosh."

Nevertheless, in spite of fatigue, I am really and truly glad to talk to you this afternoon about the future of the newspaper woman.

Women have always done newspaper work in this country. Go back to Colonial days, when America boasted less than 100 papers—20% of them were edited and published by women.

Away back in 1732, Mrs. James Franklin, sister-in-law to Benjamin, was editor and publisher of a newspaper in Rhode Island.

The Boston News-Letter, the only paper that survived the siege of Boston, was in those Revolutionary days, published by a woman—Mrs. Margaret Draper.

It was a woman's paper, the Virginia Gazette, which first published the Declaration of Independence.

The New York Journal was, during the Revolutionary period, edited and published by a woman—Mrs. Mary Holt.

Taking a seven-league stride down to times within the memory of some present, the Chicago Legal News, my favorite publication when a child, was edited by a woman. I well remember watching for the coming of each issue, conning those legal phrases, and thinking what a wonderful woman Myra Bradwell must be.

Lucy Stone, Mary A. Livermore and Julia Ward Howe were newspaper women whose names were familiar to me as a child. They established in 1870 the Woman's Journal, which now is the official organ of the Equal Suffrage Association. Those three names are held in reverence today, and very much respected also is the name (and the work) of Alice Stone Blackwell, Lucy Stone's gifted daughter, who continues her newspaper work. Intimately associated with her is Agnes Ryan, who, during the past few years, has certainly justified Miss Blackwell's judgment of her editorial and business ability.

And yet it is only during the past two decades that women have had a really secure and recognized place in newspaperdom. Only about a quarter of a century ago, Foster Coates expressed himself editorially in the Ladies' Home Journal regarding newspaper work as a profession for women. He began this heavy editorial by quoting what he said was a question frequently asked, "What chance is there for women in Journalism?" and he closed in this wise:

Mrs. George E. Hosmer, Denver, Colorado

"The latchstring of every editorial door in this country is hanging on the outside. Woman has only to step boldly over the threshold and begin her career. There is fame and fortune for her there."

Whether Mr. Coates' Welcome to the Women had any thing to do with it or not, certain it is that women pulled that editorial latchstring to some purpose, and stepped over the editorial threshold in such numbers that for a time the newspaper men were appalled, and certain it is that they found the promised fame and fortune.

No one today asks if there is a chance for women in the newspaper field.

One seldom today hears a question about woman's ability—or her success—as a newspaper writer. But the question is still asked (and by many who should know the answer), "What of her Future?"

I have not infrequently had women say to me regarding some newspaper neophyte, "Yes, she seems to be happy and to be making a success of it, but I am so sorry that she has taken up newspaper work. I wouldn't like to think of her spending her life that way, and you know, having once done newspaper work, a woman is never good for anything else in this world"—or, "Why did she want to be a reporter? If she should lose her job there wouldn't be a thing on earth that she could adapt herself to."

Many a city editor still says, "When I am obliged to take on a girl cub, I make her first assignment the most difficult and the most disgusting possible, hoping to receive an immediate resignation."

And many a newspaper man, who is encouraging his son to follow in his footsteps, still says: "Oh no, I would not care for my daughter to enter the newspaper field." It is true that there is one profession or line of work in which we may be happier or more successful than in any other; and should we be transplanted to other fields of endeavor—loose our jobs, so to speak—we find it difficult to adjust ourselves to the unaccustomed duties, to work joyously, and to get results. But is not this as true of men as of women? Does it only apply to women and only to newspaper work? Can you take any person from the kind of work for which he has natural bent, for which he has qualified himself by special preparation, and in which he has perfected himself by actual experience, and get satisfactory results by putting him at work for which he has no aptitude, no training and no experience?

Is it not a matter of record that an eminent surgeon can not succeed as a lawyer; that a renowned lawyer can not be a first class chef; that a chef who can hold his job would prove a failure as manager of a big mercantile business, and that perhaps not one of these could long hold an editorial position? Consider the distinguished gentlemen who share with me space on today's program. What doctor, lawyer, merchant, chief could take up their life work and carry it to a successful completion? And who here can not easily name at least a dozen positions from which these eminent gentlemen would be ignominiously "fired" should they accept them in exchange for their chosen vocations? I say this with all deference to their ability.

I assure you I felt a keen sense of gratitude to the program maker when I found my name in such environment. I felt that——well——that it looked like he must at least suspect me of having done something to merit the honor, and you know it is almost the same thing to be suspected of having done something as to have actually done it;—and reputation as a writer is sometimes acquired by suspicion only, as Johnny, in a time honored story could bear witness. "Teacher" was trying to show off his class to the visiting school board. "Who wrote Hamlet?" was his question. Johnny's was the only hand raised. "Who, Johnny?" encouraged the teacher, thankful for that one grimy paw. "I didn't, teacher," was the reply. And the president, being a keen judge of human nature, whispered to the secretary, "I'll bet the little rascal did."

I will admit that those who believe that newspaper work unfits a woman for holding positions in other professions—that it unfits her for wifehood, for motherhood, for domestic and social life—can seem to prove their point by living examples. I could even help them do it, if necessary. But all the same, I wouldn't believe a word of it. In my opinion, they would fail to just this extent—that being a newspaper woman has nothing whatever to do with it.

It is not a vain thing to look into this matter just now. Each year a larger number of girls, educated with entirely different purposes in view, takes up newspaper work. Each year the percentage of girls in the classes graduated from our schools of journalism increases.

This month six girls were graduated from the Pulitzer School of Journalism over here at Columbia—a department which has only been established a very few years, while at the University of Missouri (Columbia), our revered Dean Williams tells me that of their 275 students in the department of journalism 42 are women—between 15 and 20%. This is an increase of about 400% women graduates from this, the oldest school of journalism in the United States, over all previous years since its foundation. The University of Missouri has this further record—that every one of its girl graduates from the school of journalism have made good in newspaper work.

There are 55 schools of journalism in our country. The latest available statistics (1914) show that of the 2021 students enrolled in these 55 schools, 419 are women—about 20%. The 1915-16 percentage is estimated as far greater. This is glorious if it is a good thing. But it is terrible if it menaces a woman' future. Becoming famous and drawing a big salary is not all there is to real success for a woman—any more than it is for a man. A man who is not fit for domestic life should not occupy much space in this world—and neither should a woman—for the home is the most vital part of our civilization. A man who would become a public charge unless he could get just one kind of work to do is a menace to the country—and so is a woman.

So——if a woman is thus affected by newspaper work, she should be——well——encouraged to keep out of it.

But I deny that this is the case.

There are bachelor girls in the newspaper world, but they are not old maids because they are newspaper women.

There are divorced women in the newspaper world—but—for every one of these there is a divorced man belonging to some profession or other. (And, by the way, only a very small percentage of the divorced women in the world are newspaper women.) There are newspaper women who are poor housekeepers—but there are others (and worse). There are newspaper women who are not sympathetic wives; who are not understanding mothers; some who refuse motherhood absolutely, and some to whom motherhood is denied—but not because they are newspaper women. No, but for the same reason that women in all walks of life fail in these particulars. And for each of these failures—there are, oh, so many, who are different. I met in a department store recently a newspaper girl whom I had lost track of since her marriage. She was paying, with the exact change, $1.23, for underwear for herself and her baby. There seemed to be just about street car fare home left in her purse, but as she joyfully told me of her little home, her husband and baby daughter, I wondered who could think that newspaper work had spoiled her for any other life.

The same thought came to me shortly after when I was a luncheon guest at the immaculate little home of Pauline Crustman Horber, president of the Denver Woman's Press Club, and before her marriage a reporter on Pueblo and Denver dailies. She prepared and served the luncheon unaided—and professional assistance could not have improved it.

I have watched the career of Senator Helen Ring Robinson, as a legislator, as a public speaker, and as a home maker, and I can not see that she is handicapped by having been a newspaper woman.

When I read accounts of Elsie Vandegrift's successes in the lecture field (and I am frequently told that she is the most successful suffrage lecturer in the field today), I reflect that her apprenticeship under a city editor has been a help rather than a hindrance.

When I see Margaret Patterson Campbell in her magnificent home, a good wife, a wonderful mother, an expert superintendent of domestic affairs, a social leader, interested in things civic and political and philanthropic, I think, "This charming woman could not possibly do all these things better if she had never done newspaper work."

Edith Sampson, at work as advertising manager of one of the largest department stores in the West certainly has found her newspaper training, which embraced every department, of untold benefit to her newer field of endeavor.

My own state and my own city are full of such examples, but we are not monopolists—the whole country is full of them. Kansas has a surprising number. Myra Williams Jarrell of the Topeka State Journal is not the least of them. Though she candidly admits that she must be led up to a piece of news and introduced to it, when attempting newsgathering, her news items, when written, are certainly readable, her editorial work is forceful, her syndicated stuff has made her famous—and besides all there are her plays and short stories and a book or two. Mrs. Jarrell is the mother of three fine boys and a daring daughter. To know them is to be convinced that newspaper work must have made Mrs. Jarrell a better mother than the average. Her first story was written while she rocked the cradle of her first born, and the material for her feature stories has been secured with all the little Jarrells for company—the trips being made into regular picnics. And this woman has become famous almost without realizing it, for she never even dreamed of fame for herself. The dream of her life has been "to some day own a newspaper with the big Jarrell for editor, the middle sized Jarrell for associate editor, and all the little Jarrells (not so small now as they once were) to fill in the other jobs from society reporter down to devil." As two sons are now doing active newspaper work, and the young daughter's work has been recognized by St. Nicholas, it would seem that this dream might come true, unless the embryo editor of seven might rebel at being devil.

Esther Mary Clarke, of the Chanute Tribune, is a newspaper writer of note—especially famous for her child sketches and as the author of "The Call of Kansas." Her prose is excelled only by her poetry, and her poetry is excelled only by her piecrust. Her many years of newspaper service did not prove a handicap to her when she re-entered the University of Kansas last summer for a belated B. A. degree.

Mrs. Tom Thompson, of the Howard Courant, has made her husband's paper one of the best known in the state for—with due respect to her well known husband—her articles are the best in his paper. Yet she is so loyal a wife that she writes exclusively for her husband's paper, and is one of the few gifted writers of the day who has so high and satisfying an object for work that remuneration is not even considered. When she states that she has never received even a dollar for her newspaper work, Mrs. Thompson modestly disclaims that it has monetary value. She could easily disprove this by putting it to the test. But her natural domesticity has only become more pronounced as her newspaper fame has increased, and she wants to work only with her husband.

Mrs. Homer Hoch, of the Marion Record, is another woman who works much with and for her husband. She writes all over his paper—on both sides of the sheet—and could ask nothing better than to be judged by her work, which has extended over the past ten years. She is the originator of those twin masterpieces, "the boy's pants" and "the girl's mud cake," which are really incidents in the lives of her own sturdy boy and tiny girl. Her Woman's Corner is an extraordinary bit of work. She says she does her best thinking when she is darning the family hose, washing the boy's sweater, and rocking the baby to sleep. For, spoiled or not by newspaper work, she rocks her baby to sleep. And she puts these brilliant thoughts of hers on to copy paper between the interruptions which are familiar to all housekeepers. For her newspaper work, par excellence, does not interfere with domestic duties, with social duties rather more arduous than the average, nor with club and other public work. I wish that she might make her appeal to Kansas mothers to make themselves their children's most intimate teacher a national appeal. California claims this gifted woman as a native daughter, but Kansas has "got her," and possession is nine points in law.

Miss Emma E. Bower, of Port Huron, Michigan, is well known in this assembly, and is a good example of a newspaper woman who has made good elsewhere. For several years she has been occupying a high-salaried executive position with the Modern Maccabees. Previous to that she conducted the Ann Arbor Democrat (her own paper) for eight years.

Mrs. E. C. Apsey is a Michigan woman who began her newspaper work after her marriage, with her husband engaged in an entirely different line of work. She has successfully conducted her own paper—The Caledonia News—for the past ten years. A peep at the Apsey family in their beautiful home in the exclusive residence district of Grand Rapids reveals a domestic scene at wide variance with the theory that a newspaper woman is not a home maker.

A Michigan woman I had hoped to meet here is Prunella J. Sherman. She has done every kind of newspaper work, and kept at it for nearly 20 years. At the same time she made a home (and a living) for an invalid husband and three children. Her health finally failed, and she has been taking a well-earned rest, but is now nearly ready to go to work again. Her eyes are turned toward the Pacific Coast, and she will prabably soon identify herself with the California press.

I wish I could show you the attractive little son of Mary O'Connor Newell of the Chicago Herald. He has never lived a day in a boarding house during the ten years of his life; has always had a real home—a home made beautiful by a master hand, for his mother is said to be a domestic alchemist—everything she touches becomes beautiful; yet Mrs. Newell has always been professionally engaged since her boy was a baby. Her success in one case has not prevented a success in the other.

I would like to take you from Mrs. Newell's home to a number of other Chicago newspaper women's homes. Possibly you would be most impressed at the apartment of Miss Maude Oliver, until recently with the Chicago Herald, now editing a Bulletin for the Art Institute. You would find that there is no domestic problem that phases her—not even the spring house cleaning. And that's not all—she sews—she isn't even afraid of an encounter with a tailor suit; her stylish looking head gear is of her own manufacture. She has a well rooted idea that six months in a newspaper office is equal to a 4-year course in domestic science to a housekeeper. This is a near kin to my belief that the science and system of newspaper regime, added to the true perspective, the broad vision, and the correct sense of proportion which it generates, fit a woman for whatever her life offers or demands.

The Country Contributor is perhaps only a little better known by the work of the brain and pencil in the Ladies' Home Journal and the Rockville, Indiana, Tribune than by the work of her heart and hands in her Hoosier home. This dearly beloved writer, Mrs. Juliet Strause, has a master's degree from that good old institution, the country print shop. Ask her public, her friends, her family, if at any time in her busy life her newspaper work has incapacitated her for living and loving.

Marilla Stone has achieved success worthy of note—more than man's success. At the death of her husband more than 16 years ago she undertook, without business experience or training, to make a living for herself, her two children and her parents with a heavily mortgaged country newspaper. She paid off the mortgage, modernized the plant, built a home and sent her children through college. She continues her newspaper work, though not now from necessity. The people of Rush City, Minnesota, where all this transpired, do not speak with regret of the years that Mrs. Stone spent in newspaper work, but rather rejoice that she will probably continue in the work from love of it to the end of a long and useful life abounding in the good works, which with her have become a habit, and which pass for recreation.

Another talented newspaper woman of the Far North is Miss Mary McFadden, also of Minnesota. Our Minnesota friends speak almost reverently of her newspaper work—and in about the same way of her work as a public speaker. Surely her newspaper work has not been to her disadvantage, else whence that peculiar persuasiveness and winning graciousness which holds and convinces her audiences?

Minnesota is also proud of the editorial work of Mrs. Hotaling—a worthy assistant of her worthy husband—and equally proud of her activity in club and educational work. And as a home maker I would be willing to present Mary and her daddy as Exhibit A to prove that an editor woman is the very best wife and mother in the world.

Since I am not excepting present company, take our most excellent and handsome president, Colonel Rountree, as Exhibit B. Who would suggest that his editorial helpmeet is a failure as a home maker? Were he chaperoned by other than a newspaper wife, and elsewhere than in a company of newspaper women, I would not guarantee —— well, never mind!

The gentle women of the South furnish many examples of successful newspaper women who have transfused their homes with that peculiar charm that belongs to Southern life, and have invested their social lives with the same graciousness which is characteristic of their sisters who have never made acquaintance with the work-a-day world. Prominent among these are Pearl Rivers, editor, author and poet. Mississippi "borned" her as Eliza Jane Poitevant, but Louisiana claims her as Mrs. Nicholson, a partner with her husband as editor of the New Orleans Picayune.

Mrs. Julia Spark Rule of Shreveport, Louisiana, once editor of her own paper, The Elite, but now best known by her special work for the Globe-Demcrat and the Picayune, is the devoted mother of three well brought-up children—and as lovely and gentle as though she had never earned a penny in her life. And so is Mrs. M. E. Robinson editor (with her husband) of two influential newspapers—the St. Francisville True Democrat and the Jackson Feliciania Record, of Louisiana. Her editorials and poems are widely quoted.

Among other newspaper women of the South whose homes have not suffered and whose personal charm has not deteriorated on account of their journalistic work are Ruth McEnery Stuart, famous dialect story writer and editor of Harper's Bazar; Julia Wetherell Baker, editorial writer on the New Orleans Times-Democrat, nationally known through the Atlantic Monthly; Mrs. C. L. Breazeale, for many years editor of the Natchitoches Enterprise, and Mollie Evelyn Moore, poet and novelist, connected with the Picayune with her husband, Thomas E. Davis.

The South also claims Mrs. Gilmer, and mentions with pride that Dorothy Dix, the highest salaried newspaper woman in the United States, is a New Orleans woman, but makes her home in New York. And what a model home she has made, from the days that all the household duties were performed by her own hands (in between newspaper stories) down to the present time when well paid and well managed servants anticipate her wants. For twenty years she has done the hardest kind of newspaper work—no day without its column of stuff—yet every detail of the home has her personal supervision. Since the necessity for doing the actual work has passed; she does all her own marketing, and says herself: "I am a better cook than I am a writer and my recipes for Creole dishes are in as much demand among my friends as my articles are among editors."

Nixola Greeley Smith, another widely known newspaper woman is claimed by both New York and New Jersey, as well as by my own state. When I asked her if a newspaper woman makes a good wife, she replied: "When Charles Dillingham was asked if it is possible for a woman to be good and be an actress," he replied "It is possible, but by no means necessary." But she immediately put frivolity aside and continued, "Seriously there is no reason why newspaper women should not be the best of wives" and she ought to know for she is one—or rather she is both. For six years she has been the wife of Andrew W. Ford, news editor of the New York Evening Telegram, and for six years the same housekeeper has kept the domestic machinery going in their New Jersey home, under her supervision. At eight o'clock every morning, Mrs. Ford breakfasts with her husband, in order that he may be at his desk on time. After his departure, she does her marketing by telephone, gives her instructions for the day to the housekeeper, occupies herself variously—in the garden this time of year—until time to start for the office of the New York World, where she puts in her time the entire afternoon; both she and her husband arrive home in time for 7:30 dinner. How much more time do other women devote to their homes and their husbands? And how much more would her husband enjoy the dinner and the evening with her if she spent the afternoon otherwise than at newspaper work?

Mrs. Scalabrino is another "awful example" (as she herself terms it) of newspaper woman who has made good in other professions, who is claimed by two sections of our country. Colorado claims her, because it was there that she began her career many years ago as a reporter on the Rocky Mountain News, and the East claims her because she has worked here in New York from 1901 to 1910, and has made her home in New Jersey since she quit active newspaper work. And she is indeed an "awful example" for my purpose. No one who has followed her successes as a political worker, as a public speaker, or as a writer of books could fail to see that her newspaper training had made possible these other successes. Yet Mrs. Scalabrino, or Minnie J. Reynolds as she is still known, this woman whose books are sold before they are written, spends her summers on her own little farm in New Jersey with her garden, her chickens and her pigs. She says, "The products of my efforts along culinary lines disappear with a rapidity which I sometimes wish might be true of my literary productions." She says her pigs are so very human, only more profitable.

Carrie Chapman Catt is claimed by the women of the whole nation just now. I am inclined to the opinion that had Mrs. Catt never been a newspaper woman she would not now be at the head of the Equal Suffrage Association of the United States. Her work with her editor husband, Lee Chapman, on the Mason City, Iowa, Republican, followed by those years of newspaper work in California, was undoubtedly just the preparatory course needed for her present position.

I could consume the remainder of this session with just such stories as these. The whole country, north, east, south and west, furnishes unlimited material—each state has its quota of successful newspaper women, both active and retired, whose lives and diversity of interest are noteworthy; and its women who have achieved distinction in the various fields of endeavor in which women, side by side with men, accomplish wonders in this 20th century, whose initial fame came to them as newspaper women.

If I were asked to name the happiest woman engaged in newspaper work today, I think I would have to give Mable Bates Williams of Oklahoma City and Zoe Beckley of New York a tie vote. Michigan remembers Mrs. Williams as the happy little girl just out of high school who "worked for her father" on the Grand Traverse Herald. What a university that old Herald office must have proven to be with that old time editor at its head. For twenty years Mable Bates was her father's "right hand man," making good in every department. When office hours ended, she was mother's helper at home—indoors and out—until her marriage. I presume there are Michiganders here who still remember her garden as the beauty spot of the town. She has taken the same joyous spirit that characterized her girlhood, to Oklahoma, where she is living and working today with her husband, Carl Williams. editor of the Oklahoma Farmer-Stockman. She says she was never busier and never happier—she certainly is busy. Few writers "grind out" more copy for more publications than she does, and many and varied are her other lines of work. But in all these years, and with all her newspaper work and other interests, she has kept her own home, with her own hands. That home is always open to friends, with or without previous notice having been given, and the never-to-be-forgotten dinners which she serves to them she has also prepared. There is a New York man here to whom I would like to yield the floor. He could make your mouths water telling about one of those "impromptu" chicken dinners.

Zoe Beckley is younger in newspaper work. All her successes have been achieved during the past five years, for it was just that long ago that she received $2.75 for her first week's work—space work. She was so happy that "she walked on air"—to quote her verbatim. The five years which have made her one of the best known and best paid writers of the day have been—to quote her further—"five years of absolute joy of life." In addition to her splendid salary for features for the New York Mail, she has a good income from syndicate work, part of which is done just now in collaboration with her husband—yes, she has a husband—Joe Gollomb, once a reporter himself. And they keep house, and she cooks too, and enjoys doing it. She is just as enthusiastic about her home and her husband as she is about her work, and she is just as human as though she were not a celebrity. I am glad to tell you about her, because she is entirely a city office product. I don't suppose she ever saw the inside of a genuine country newspaper office. She was born in New York, and her first work was done for the Press—free lance work under Richard Spillane. She began by writing sprightly squibs when not occupied earning $22.00 a week pounding a typewriter in a law office, happy to thus add from two to eight dollars per week to her salary. Eventually she gave up her position and devoted her entire time to "space" work for the Press. This led to her present salaried position with the Evening Mail, though her original $30.00 per week has been increased until it is hardly recognizable. If you see her while in New York, rushing hither and thither in search of "material," remember that she is thanking God for the privilege of being a newspaper woman—for the opportunity to "skitter" about in the blessed sunlight finding stories—and good ones—in everything.

If I were asked to name the woman who, her active working days past, looks back with the keenest sense of pleasure over a long professional life, I would unhesitatingly say Mrs. Lucy A. Leggett of Michigan. Lucy A. Leggett, who in times past was connected with newspapers and magazines too numerous to mention—a writer of books—mythology, Egyptology, history, poetry, etc.—a pioneer in journalistic educational work—a woman whose beautiful home life with her husband was likened to that of Robert and Elizabeth Barrett Browning—but today homeless (excepting for sanitariums). From her wheeled chair, which she has occupied for the past ten years, she sends a cheery greeting to the National Editorial Association, and says, "I look back happily over the road that I have travelled so long with a sense of gratification that I have not unworthily used my talents nor written a word I could wish unsaid."

The future of the newspaper woman?

It does not need to be mentioned with a question mark. No one's future comes rushing to meet him—it follows along behind, and overtakes him when he is ready for it. The very best preparation for it is the present duty—whatever that duty may be—well done.

There are no happier or more useful women than those newspaper women whose future is as their past—a newspaper future.

And those who find new paths in the work-a-day world attractive need not fear to enter them—their feet will only carry them more swiftly to the goal for having tried the devious highways and by-ways of the fourth estate.

And those to whom remunerative work is no longer alluring will find that they have a greater capacity for the enjoyments of the blessings strewn around in this good old world, and a more human knowledge of the needs of humanity as gained by the various phases life revealed to newspaper folk.

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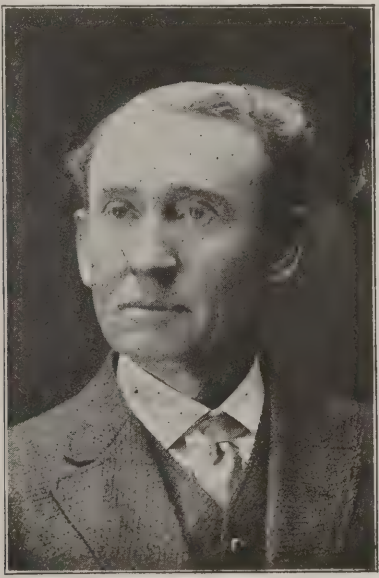
SO LONG AS WE LOVE, WE SERVE. SO LONG AS WE ARE LOVED BY OTHERS I WOULD ALMOST SAY WE ARE INDISPENSABLE; AND NO MAN IS USELESS WHILE HE HAS A FRIEND.—*Robert Louis Stevenson*

The Probable Influence of Schools of Journalism on American Literature

By Will H. Mayes, Chairman School of Journalism, University of Texas, Austin, Texas

FEW people are in exact agreement as to what is meant by the term literature. Some, who assume to be the literati, regard literature as "some superior, distinctive writing, notable for idiom, diction, or construction, distinguished on the one hand from works merely technical or erudite, and on the other from ephemeral or journalistic writing." Morley thus defines it: "Literature consists of all the books where truths and human passions are touched with largeness, sanity and attraction of form." Most people would say that it is the preserved or permanent writings belonging to a given language or people, or the result of the gradual coalescence of the best expression of the best thoughts of all civilization. These would require that literature should have an age, or at least acceptance from a sufficient number of men of letters to give it promise of permanency. They cannot, in their minds, wholly separate literature from the printed form in which it appears, between the stiff covers of a book. To them it is something bound in morocco, or cloth, or boards which either has been read for generations or gives promise of being read in the years to come. In the opinion of many, the longer a writing has survived the more it is entitled to recognition as literature, and each succeeding anniversary of the death of an author gives additional luster to his writings. Purity in style and expression, and talented creative faculties are, with them, secondary to age.



Will H. Mayes, Chairman School of Journalism, University of Texas, Austin, Texas

Mathew Arnold describes literature as the "criticism of life," by which he means the review or interpretation of life, or the power of seeing things as they really exist.

H. W. Boynton, esteemed as an American critic, in an article entitled "Journalism and Literature," expresses this view: "I think of literature not as ceasing to exist beyond the confines of poetry and belles-letters, but as embracing whatever of the printed word presents, in any degree, a personal interpretation of life." Then with the sweeping assertion that, "the real business of journalism is to record or to comment, not to create or interpret," he declares that journalism can have no literary aspect. Boynton makes the mistake, common to many who deny the literary prerogative claimed by journalism, of drawing his conclusions from false premises. While journalism, in its inception, in common with primitive literature, had for its purpose the recording of events, the philosophic interpretation of events and the creation of public thought are now clearly among its chief functions.

By some it is contended also that journalism, being impersonal both in spirit and in method can have not literary eminence or standing; that literature is bound up in personality and cannot exist in anonymity. Measured by this test, if the Psalms, which are recognized as the perfection of lyric poetry, cannot be attributed in part or as a whole to David, they at once lose their literary significance. So if it could be established that Shakespeare's plays were written neither by William Shakespeare nor by Sir Francis Bacon, but by some unknown author or authors, at once they would cease to be classed as dramatic literature. Literature in its primitive inception was both impersonal and oral, being preserved by verbal traditions related from person to person and from generation to generation, and being free to change with each succeeding repetition until it acquired a certain fixity, although still retaining its anonymity. It has been only in the comparatively few centuries, in which our ancestors have lived in the age of books, that literature has asserted any claim to definite or fixed personality. Therefore in so far as journalism has lacked in personal literary proprietorship to that extent has it reverted to literary originality and lost conventionality.

To many minds, writing becomes literature, not when it interprets, but when it requires research and interpretation. This conception of literature may be referred to as language on stilts, so highly elevated that it can be seen only through the trained eyes of the pedant. Poetry is literature in the opinion of many when it contains passages which those who are untrained in the humanities cannot fathom, when the average intellect must guess at the poet's meaning.

Another commonly accepted idea is that literature consists of a multiplicity of words arranged around a complicated subject matter, or around a dissertation made complex by taking the readers beyond their comprehension. According to this criterion, Carlyle's style is literary when he takes four of five hundred words to confuse a reader regarding a subject, which a modern war correspondent would make clear in forty or fifty words.

Charles H. Olin, in a treatise on Journalism, says: "The difference between journalistic writing and literary composition is a matter of subject more than of style. The journalist, says Olin, "is simply a recorder of separate events, of isolated circumstances, of chance occurences, in fact a snapper-up of the unconsidered trifles of existence. The great novelist, or poet, or essayist, on the contrary, deals not with the ephemeral concerns of today, which however vividly or brilliantly described, are forgotten tomorrow, but with the permanent and enduring principles of life—the feelings, emotions, and passions—that are as timely and everlasting to contemplate tomorrow and the day after as they are at the present moment." Olin concludes that because of this imaginary difference in subject matter, literature is a higher form of art than mere journalism, although he admits that "the best journalism is literature of a kind that is not to be sneered at or dispised merely because it is harnessed to the service of Ephemera."

Boynton, after attempting to make the same distinction, which Olin thinks he discovers, between journalism and literature, admits that "it is pathetically true that the quality of minor literature is not determined by the accident of its disappearance or its presentation in book form. Works of art are not ephemeral because they fail to live forever. We must not be unreasonable in demanding long life for all that deserves the name of literature. It may happen that a brief sketch of some apparently trivial scene or incident, printed in an obscure journal actually excels in pure literary quality the more elaborate structures of fiction, with all the dignity that may attend their publication, whether serially or between the covers of a book." He then decides that, "between literature and the higher journalism, the partition is extremely thin," and that literature frequently emerges from higher journalism.

If there is in fact any difference between journalism in its best form, and literature, it is so slight that it cannot be readily distinguished. Was Bryant's "Thanatopsis" any the less literature when it first appeared in the North American Review than it afterward became when it was issued in book form, or than it will be a hundred years from now when it will have had the approval of the critics of many generations? Or would it have any less literary claims had it first appeared in the New York Evening Post of which Bryant afterward became editor? Many of Kipling's best early productions—those which started him on the way to fame—were written for the newspapers while he was a reporter. "The Recessional" came to light by accident. Kipling threw the poem into the wastebasket, where it was accidentally discovered by his wife, who sent it to a London newspaper. Who has the discrimination to determine just when Kipling evolved from a journalist into a literary genius? Measured by any crucial literary standard it is impossible to determine whether David Grayson's "Hempfield," which appeared some time ago in a magazine, was an excellent piece of journalism when published, or whether as now issued in book form will be regarded as a choice bit of literature. The same is true of hundreds of writings that are published originally in newspapers and journals. Literary permanency can only be determined by time. If a writing, submitted to the test of public rejection or approval through the columns of a newspaper or periodical, stands that ordeal fairly well, it is then given a chance to maintain its literary claim in more permanent form. Whether it will stand the test of endurance is impossible for even the most experienced publishers to decide, though aided in their judgment by the most critical men of letters. Practically every noted English and American author of the nineteenth century, perhaps with the exception of Browning, was intimately associated with journalism or periodical literature and was indebted largely to that connection for much literary distinction.

Even though it may never gain literary recognition, a writing still may have pronounced literary merit. Its acceptance as literature or its failure to find a permanent place is in large measure a matter of chance or of opportunity. A manuscript hidden away in some obscure country paper is almost as much lost as was "Thanatopsis" when it was forgotten in Bryant's desk. There are so many good literary offerings now, as compared with former generations, but only the unusual attract attention, and even these must must be exploited largely as a merchant makes public the value of his wares. There is seldom an issue of a modern newspaper that does not contain some article which compares favorably in subject matter and in style with the very best in the literature of the eighteenth century, yet but little of this mass of material will ever secure a place along with that of famous authors. O. Henry, since his death, appears to have attained at least a minor position in the literary Hall of Fame, but his manuscripts might never have been in more than local demand had not circumstances have drawn him from Austin to the East. Locality and environment are often determining factors in literature, while timeliness is scarcely subordinate to genius.

It has been said that the only thing which is permanent is change. Orientation is evidenced in everything. Literature undergoes constant development and change, adjusting its evolution to the growth of the sciences and other arts. Like other arts it holds tenaciously to the old while reluctantly adopting the new, recognizing that the appreciation of each succeeding generation makes its footing more secure. There will always be those who will esteem an art, not for art's sake, but for its age,—those who value things old just because of their antiquity. But the people of true culture are looking for something new that is really worth while, and are quick to appreciate every advance in literature. The change which literature is now undergoing is from the laborious, studied style of former years to the bright, quick, and snappy journalistic literature of the twentieth century. It is as noticeable as, and is comparable to, the change from stage coach transportation to the fast train, the automobile, and the flying machine. Even the most erudite reader does not care to take time to pore through a thousand pages to get what can be said better in a hundred, any more than he cares to take an ox-train for a transcontinental trip.

Journalism has been largely responsible for the almost revolutionary literary changes of the past half century, because it has pioneered, promoted, and financed the marked departure from the old style of literature. It has sought for the new in letters even when scholars have frowned upon it, and purists have protested against it; it has flaunted a new literature before the people until they have come to like it and demand it, although many savants still disapprove its freedom and flexibility. When Ibsen wrote his first dramas, critics told him that they would never be favorably received by Norwegians, because they did not harmonize with the dramatic standards of the age. His reply was that he would make the dramatic standards harmonize with his plays. It took years to do it, but Ibsen lived to be Norway's greatest dramatist, and to have his plays accepted by the world. So, journalism has forced the world to accept its leadership in creative literature, despite the objections of the critics. It has forced progress upon language itself, coining and implanting new words to express itself more fitly and more tersely. The European war, with its consequent literature of which journalism is the precursor, almost requires a revision of the dictionaries.

So long as literature was oral it had no fixity, no permanency of content or form. When it evolved into written language, it became in that form the possession of the few, leaving the illiterate masses only oral traditions or floating literature in the form of the rubric, oration, recitation, and stage presentation. Even after the invention of movable type and the printing press in the middle of the fifteenth century, the masses did not have access to literature. For almost two centuries thereafter, the printers were engaged in issuing publications exclusively for those only who could afford them as luxuries. That period firmly associated literature in the public mind with bookmaking, and established a kind of literary aristocracy to which many succeeding generations were held.

Until journalism in the eighteenth century secured something of a permanent footing in England, it was impossible for writers to make a livelihood unless they were also producers of plays, or were especially favored by the government. This dependence upon royal favor, resulted in a depraved literature. Nor could conditions be greatly improved by journalism so long as it was fettered by the gyves of exacting stamp duties, onerous liscensing acts, and oppressive libel laws.

With greater freedom there came greater desire to exercise its creative functions, but journalism still was hampered by political or religious ties almost as binding as obnoxious laws. When it began with some spirit of independence, to assert the function of creating public opinion, which it had long assumed, out of the flotsam and jetsam of journalism there began to evolve a new literature, characterized by its adaptability to its large constituency.

While all of journalism is not literature, most modern literature is the product of journalism, the crucible in which it stands its severest test. At no other period in history, has journalism wielded so great an influence in matters purely literary. This is due in great part to the all-pervasiveness of journalism, which now reaches its millions of readers with steady regularity, giving outlet for all forms of literary expression. It is true that there are a few habitues of the cloister who resent any encroachment upon their ideals and who scorn association with those who do not measure up to their conception of literary standards. Recently a university professor stated to his class that he would be ashamed to have an article over his signature appear in a certain American publication which has more than two million readers, but that he prided himself on being a contributor to a review with only a few hundred subscribers. He objected to the general literary style of the popular publication, although many of the best known writers living are among its contributors, preferring to hide his talents rather than contaminate them by such association. There may be much virtue in conservatism, but there is also vice in ever harking backward and ignoring innovations that may contain much good.

While there may be some dispute as to whether journalism is furnishing the highest type of literature, there can be no question that it is now the most prolific source of literary production. Not only are the magazines and weekly pulications constantly searching the world for the best writings, for which they pay prices that a half century ago would have been regarded as fabulous, scattering them through their publications to all quarters of the globe, but the best daily papers find it necessary to retain literary editors of discriminating taste and judgment, whose duties are to supply the public with the best obtainable literature. This is a development in journalism that is providing the greatest number of the people with most of their literature, and is at the same time allowing the public, rather than a few recluses to determine for itself what shall be retained as permanent literature and what shall be rejected. Some of the literati are deploring this condition, believing that inevitably it must lower the standards to have the masses pass upon the merits of writings, and contending that this should be the prerogative of the learned readers of books and not of the hosts of magazine and newspaper patrons.

The conditions must be accepted as they exist and must be used to best advantage. The schools are doing their utmost to create higher standards by educating the youth, but our educational system leaves the intellectual training of the mature men and women to be directed by the publications issued by the press. More than eighty per cent of this mental pabulum is journalistic or periodical, and is gathered and edited by men and women now largely without any standardized system of training for their profession. There has been in the past much complaint as to the low literary standards of our journalism. Much of this criticism has been carping in character, but some of it has been deserved. What more could have been expected of journalism than it has accomplished, when it is considered that it has never until now had any school from which to impart professional training? No other profession has ever attained professional dignity or maintained an esprit de corps until its schools have brought it from a drifting, chaotic condition into a recognition of its important position.

Thirty years ago, teaching had little or no professional place or standard, because it had no professional training school. Today, as a result of schools of education with fixed standards and a constantly increasing professional literature, pedagogy stands among the most honorable and most important of all learned professions. As a consequence of this professional advancement, which has affected alike the university professor and the rural teacher, popular education has made far greater progress in the past twenty years than in any previous half century in the history of the world.

Other professions have become popular and have established certain lofty ideals because their schools have created high standards toward which their devotees must strive constantly. May we not expect as much of journalism as of medicine, law, theology, or pedagogy? May we not anticipate at least as favorable results from its schools as from those of other professions? Since journalism has accomplished so much in the development of literature without professional schools and a professional literature of its own, may we not conclude with good reason that when its schools have had time to unify and uplift standards and create a literature for its professional guidance, American literature, which has its cradling place in journalism, will receive such nourishing supervision and fostering care as will result in its best and fullest development.

* * *

Two Old Cronies

The Country Daily

By John Redmond, Publisher Republican, Burlington, Kansas

AS my good friend, President Rountree, did not indicate what sort of a paper he wanted, I will give you a sort of rambling story of the system used by the dinky country daily with which I am connected, which is published in a purely agricultural county-seat town of 2,500 people in a Kansas county of 15,000.

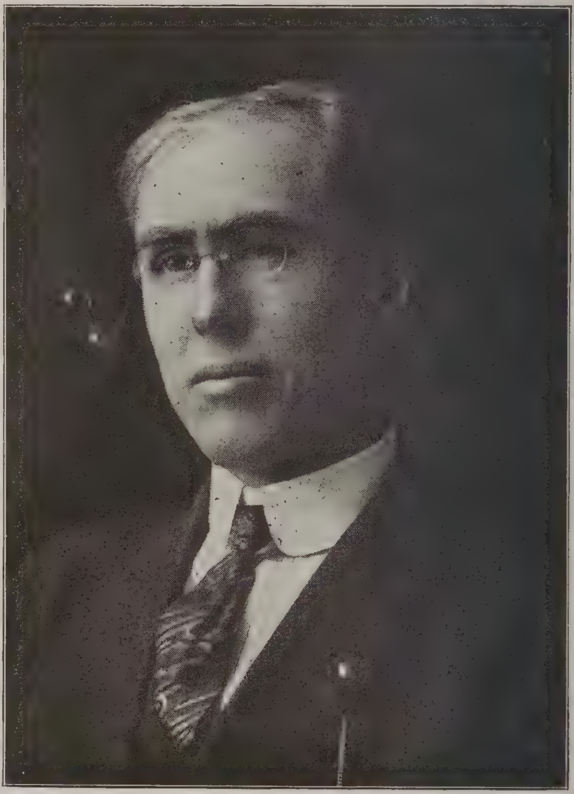
The term "country daily" is a comparative one, but in considering it at this time I will use it literally and speak of the class of little daily paper which are in a way extra good weeklies divided up into daily installments. The discussion of this subject will be from the standpoint of personal experience, rather than from ideal or imaginary conditions. The country daily in this case has been published for twenty-five years.

So far as I know, this was the first strictly local dinky daily of its kind on earth, although there are many like it now. Its inception was peculiar. D. K. Swearingen, a bright but very erratic editor of a very small weekly in Burlington, Kansas, had very strong likes and dislikes and especially his dislikes, and he gave way to his dislikes and ran several pieces which got under the hide of some people of prominence, and he also published some articles which gave a chance to bring him into federal court for sending obscene matter through the mails, although similar matter was printed in many other papers without even arousing comment. It happened that at that time I was young and still had a good reputation and the government used me as a witness to prove that issues of the paper containing the articles in question had been sent through the mails. We spent a week at Ft. Scott waiting for the trial of the case and during this wait Swearingen figured it out that a little strictly local daily paper would pay because every one would want it. He sprang the plan and invited me to join with him on a 50-50 basis, putting in his plant and experience against my legs and good reputation. After due consideration I decided to stick to the law instead of venturing into the newspaper business, but Swearingen soon found a practical printer to go in with him and they started it, making a success from the first. After a time changes in its policy brought varying fortunes for the paper but it still is running and its last circulation statement to the post office department showed a circulation of 2,626, in spite of the fact that since last fall all subscriptions are stopped when the time expires. The paper has been under its present management for nearly 18 years and has absorbed all of its local competitors.

A few years after the Ft. Scott episode, the writer, at the suggestion of William Allen White of the Emporia Kansas Gazette, quit the law and began a "life of shame," as a newspaper man as reporter on Mr. White's paper. The quotations are Mr. White's. Mr. White's theory at that time—and still is—was that people wanted to see their own names and the names of their neighbors in print, and ever since then I have tried at all times to print names, and to spell them correctly. This country daily tries to treat all alike, and what shielding there may be is done for the little fellow, while the prominent man who gets into the courts for trouble gets his name in the paper.

By a systematic campaign extending through many years, the people of the community have been taught the habit of sending in items. A line which is kept standing in the paper most of the time says: "If you're not ashamed of your company, phone 64," and it is gratifying the number of good items of all kinds that are phoned or sent in. People certainly like to see their names in print.

Until a few months ago this country daily printed nothing from outside its territory except items concerning former residents, but recently it added a department of general news in which is given the principal events of the world's news. This has proved popular, and even those who take several big city dailies tell how they appreciate the brief items of the day's news. A few weeks ago this summary was supplemented by the addition of the United Press Association's Century service which gives each afternoon by wire the four or five big items of the day. This telegraph service, with the extra bulletins, came in especially well during the Chicago conventions when the big dailies were all so late in getting to town, because of high waters which crippled the railroad service, so that even the grapevine stuff as well as the late wire news got to them in the country daily before they got it in their outside papers. This general news now occupies about a column and contains from 12 to 20 items a day, each item having a small side head.



Mr. John Redmond, Publisher "Republican," Burlington, Kansas

This country daily endeavors to cover its county thoroughly and prints as nearly as possible an account of every birth, every marriage, every divorce and every death in the county and in parts of the adjoining counties. And not only does it try to print such items about the citizens of the county, but of the former citizens as well. These items are obtained through the regular local news sources, from the ministers of the county and the regular correspondents and in addition every paper in the county is gone over very thoroughly each week for items of general interest which may have been missed by the correspondents and reporters.

The country correspondence is a great feature and so far this year the average number published has been fifty news letters a week in addition to the numerous parties and other social gatherings sent in by subscribers. In the country correspondence as well as in the local news we make it a rule to print names, and we try to get in the paper the names of every citizen of the county once or twice a year some way or other if possible.

This country daily features school news and once a year publishes a roster of the schools of the county with the names of the teacher and members of the board the name of every pupil enrolled. And believe me, that is some names! Monthly reports of schools are welcomed and the county superintendent has been induced to send in school news as often as she will and usually runs at least a column a week during the school term.

In addition to school news, items of church news are published when possible, but it is harder to get the church news you want from the average preacher than it was to get a statement out of Justice Hughes before the recent conventions in Chicago.

Every possible item from the court house is printed and mention is made of every case in district, probate and commissioners courts, but only when prominent town people are involved, or in very unusual cases are police court matters printed.

This country daily handles political news exactly as it does all other local news and while its editor mixes in politics as much as the rest of the business men of the town, he does not try to run things through his paper. A Democratic meeting receives the same treatment as a Republican gathering and candidates for office in all parties are on an exactly equal footing. Practically every candidate in the county carries an announcement with this paper and they know they can buy space on equal terms. During the campaign year a political department is an interesting feature of the paper in which all candidates, friends and foes alike, are accorded the same treatment. That has been the policy of the paper for eighteen years.

The editorial column may have a place in country daily, but this one uses editorials only when there is nothing else and that is mighty seldom as there is always plenty of local news worth printing in a country town of 2,500 in a county of 15,000. In fact the best use found for the editorial is as a club to wake up the correspondents by threatening to run editorial stuff if they don't send in more news. The threat always brings in a flood of country news. Another reason why this country daily does not use editorials is that when it was struggling for existence in the crowded field which was more than full of good papers each with splendid editorial columns filled with good stuff, this paper steadily gained in circulation and influence with no special campaign for subscribers, while the others were losing, including the best paper in the county, which was running one of the best editorial pages in the state with a number of columns of good editorials and which had a good canvasser constantly at work in the county. The country correspondence and the names were the deciding factor.

This country daily is not especially interesting to other editors and is very little quoted outside its county. Neither has its editor established a reputation as a wit or paragrapher. But the people quote the paper, even when they buy advertised goods, which they have been educated to do.

The paper has a modern plant in its own building, and its editor and owner has a comfortable home and enjoys life to its fullest extent, conditions which do not generally prevail on some classes of country dailies.

You have heard of people who were born great, of others who have had greatness thrust upon them and of others who have achieved greatness. And then there are those who grate upon your nerves, and so, for fear your nerves will stand no more, I beg to thank Col. Rountree for thrusting this honor upon me and to hope that this paper has not grated too severely upon your nerves.

The Country Weekly as an Influence

Paper Read by Louis C. Cramton, Member of Congress, 7th District of Michigan; Publisher of the Lapeer County Clarion, Lapeer, Michigan, before the N. E. A., Hotel McAlpin, New York City, June 20, 1916.

THE Country Weekly as an Influence. Such is the topic given me. The existence of the country weekly is admitted but as to the reality of its influence, that is not admitted by many a superficial city scribe and is too seldom asserted by the country editor who could and should wield such influence. So keen and competent a student of journalism and its problems as Prof. Thorpe of the University of Kansas has well said: "The country newspaper is the nucleus of community life and the country must measure its progress by the community. The country editor exerts more of an influence on the community than any other agency. He is the advance agent of its civic progress, the stimulus of its social life, the big brother of the church, the patron saint of the school." Yea, he is the kind and generous recording angel on earth who ignores and keeps from his readers at the family heart-stone the salacious morsels of sensation that his metropolitan brother seeks out and spreads broadcast, our country friend emphasizing the good in men and the successes that follow effort, as his more conspicuous brother of the city seems to emphasize the bad, chronicling the failures of life, the wrecks of effort. The opportunity for influence is big before the editor of the country weekly and it is an influence which, when availed of, is always for good on a broad and generous plan.

They who do not recognize the pre-eminent influence of the country weekly, emphasize its triviality and its barrenness. As a matter of fact its triviality as compared with its city contemporary is more apparent than real and its barrenness pertains rather to the individual than to the class and need not exist at all. An able defender of the craft wrote a few years ago: "When you consider that the country paper is owned by its editor and that the man who writes the funny things about country papers in the city journals is owned by the corporation for which he writes, it doesn't seem so sad. When you see an item in the city papers poking fun at the country editor for printing news about John Jones' new barn, you laugh and laugh,—for you know that on one of the pages of that same city daily is a two column story in regard to the trimmings on the gowns of the Duchess of Wheelbarrow. And it is all the more amusing because you know the duchess does not even know of the existence of the aforesaid city paper, while John Jones and many of his neighbors take and pay for the paper which mentioned his barn."

I have often noted that an event which would be chronicled in the Lapeer County Clarion in the two lines: "Miss Mary Smith of Capac is visiting Miss Jane Doe here for a few days," a kindred event in the metropolis receives a two or three column cut with suitable art work and announcement that it features, "Miss Marie Smith of Elsewhere who is house guest of Miss Jeanne Dough on Plutocrat Drive and who has figured in numerous elaborate social functions given in her honor," and I notice that the great dailies of our capital list every name that paid $5 or was given a ticket to a banquet just as in other days we listed the attendants at a funeral, wedding or other important local society event.

Hon. Louis C. Cramton, Member of Congress and Editor "Clarion," Lapeer, Mich.

The encyclopedia credits to the newspaper three great functions, no mention being made of the judicious distribution of automobiles, pianos and correspondence school scholarships or to the covering of buttercrocks once put at the head of the list by McClure in discussing the country paper. The encyclopedia defines the newspaper as the vehicle of information of three classes:

A. Relating to events.
B. Advertising.
C. Opinions.

To what extent and in what manner shall the country weekly perform the third function? That is the question that is before every editor of a weekly newspaper who is not content to be in the buttercrock class and it is to be noted that with the development of the cream separator and the coöperative creamery the field of usefulness for the buttercrock newspaper is appreciably narrowed.

It is my belief that every newspaper should be an advocate and clothed with individuality and that if any distinction is to be made between the city daily and the country weekly, the latter should certainly not be the one to lack in these things.

The day of personal journalism so nearly ended in the city daily still lives in the country weekly.

The country editor can easily find in the influence of his journal some gage of his own personal standing in the community. Knowing the character of the editor, his readers use that knowledge as a stick wherewith to measure the confidence the editorial utterances are entitled to. They know whether dollars or conscience rule the editorial pen and judge accordingly. And in turn the standing of the editor as an individual in the community rises as he becomes a real force in its affairs instead of a drone with opportunities for usefulness all frittered away.

The field of really startling or sensational news is more limited in the smaller section covered by the weekly in the country and if a big fire occurs, murder is done or, rarer still, a public official resigns, the news goes by grapevine and telephone to the whole community or is chronicled in columns with highly exaggerated importance by the city daily delivered to every farm house days before the weekly arrives with its tamer tale, handicapped by the needs of truth where the truth is known. What the country weekly lacks, then, in lurid news force in black letter headlines and variegated ink facilities, it should strive to gain by its powers of advocacy, by its individuality, by its really firm touch upon the heartstrings, the aspirations of its community.

The glorious thing about the country town and the country house by the roadside is that there humanity finds itself, there human fellowship has sway, there, though the homes be a mile apart man is nearer to his neighbor than in the city with thousands toiling in one factory or office building or existing in one apartment house. Foss pictured his "House by the side of the Road" in the country. Could such a psalm of fellowship have been dreamed of "watching the race of men go by" in the city?

The greatest thing that Michigan's poet, Edgar Guest has written, "Home," can only appeal to the city flat dweller as a dream of the delightful past before he was swept into the city's maelstrom or as his dream of the future, when he may have his home "in the country." What does the city flat dweller know of this:

"It takes a heap of livin' in a house t' make it home,
A heap of sun and shadder, an' you sometimes have t' roam
Afore you really 'preciate the things yer lef' behind,
An' hunger fer 'em somehow, with 'em allus on yer mind.
It don't make any difference how rich yer get t' be,
How much your chairs an' tables cost, how great yer luxury;
It aint home t' yer, though it be the palace of a king,
Until somehow yer soul is sort o' wrapped round everything.

"Home ain't a place that gold can buy or get up in a minute,
Afore it's home there's got t' be a heap o' livin' in it;
Within th' walls there's got t' be some babies born, an' then
Right there you've got t' bring 'em up t' women good, an' men;
An' gradjerly as the time goes on, yer find yer wouldn't part
With any thing they ever used—they've grown into yer heart;
The old high chairs, the playthings, too, the little shoes they wore,
Yer heard; an' if yer could ye'd try t' keep th' thumb marks on th' door.

"Ye've got to weep t' make it home, ye've got t' sit an' sigh;
An' watch beside a loved one's bed, an' know that Death is nigh;
An' in the stillness o' the night t' see Death's angel come,
An' close the eyes o' her that smiled an' leave her sweet voice dumb.
For these are scenes that grip the heart, an' when yer tears are dried,
Yer find the home is dearer than it was an' sanctified;
An' tuggin' allus at yer are the pleasant memories
Of her that was and is no more—ye can't escape from these.

"Ye've got t' sing an' dance for years, ye've got t' romp an' play,
An' learn t' love th' things ye have by usin' 'em each day;
Even the roses 'round the porch must blossom year by year
Afore they 'come a part o' you, suggestin' some one dear
Who used t' love 'em long ago, and trained 'em jes' t' run
The way they do, so's they would get the early morning sun;
Yo've got t' love each brick and stone from cellar up t' dome,
It takes a heap o' livin' in a house t' make it home."

It is the realm served by the country weekly where fellowship rules where James Witcomb Riley learned:

"Oh, the world's a curious compound with its honey and its gall
With it care and bitted crosses, but a good world after all;
An' a good God must have made it, leastways, that is what I say,
When a hand is on my shoulder in a friendly sort of way."

In the midst of these real homes, this living fellowship, these houses by the side of village streets and country roads, it is here the country weekly is a living part of the truest life there is anywhere.

This editorial individuality is not alone, or even first, a matter of the editorial column as such. The individuality of the editor should pervade the whole paper. It should reach the advertising columns as it did in Kansas in 1914 when the country editors, not opulent as great magazines or metropolitan dailies, but rich in ideals, threw out $120,000 worth of business as undesirable.

It should characterize the news columns and stamp the paper with a real individuality. I read now all the papers in my district or run through them as I always have my exchanges and I am frank to admit that the paper in my judgment is the ablest edited is not my own, though that is better than when I was more actively on the job. It is not a daily or the biggest weekly. It is the smallest of them all, the Hadley Clipper, probably the smallest in the state if not the nation, full size seven by eleven folded to give six pages, printed on hand press in the rear of a little store in quiet country village near which I was born. There is not much of it in quantity but abundance of individuality and therein it differs from your 80 page Sunday paper; but what there is of it I read with interest and it won't hurt my family to read it too and therein again it differs. It chronicles the heart throbs of a splendid American rural community and every issue I read carries me right into the reality of that abode of human fellowship. It has individuality. Under the department head "Home Folks" are run sketches of the living with "approving, cheering words" from the "alabaster boxes of love and tenderness" as Beecher would have it. All you country editors run liberal obituaries. Have you run anything like this in the Clipper about a boyhood friend of mine:

> E. J. Hemingway's life has been like a sum in addition; always carrying something over to the next column. He has carried his youthful outlook, boyish enthusiasm, and love of sports far into manhood and will carry across the Styx countless helpful acts of friendly accommodation, wise counsel with the distracted, and words of comfort and sympathy for those in trouble. In politics and lodge work he is a little cruiser, in good-fellowship he is a joy rider, and as a dollar digger there is no deficiency in his efficiency. Phillips Brooks defines a visionary as a man who has no present, and a drudge as one who has no future. The turned up toes of Earl's shoes indicate that the present is a day of achievement and that he is ambitiously pushing forward toward a purple plush future. He has a penchant for good horses, good cigars and good stories; but if you take him for an easy-mark—GOODNIGHT!

The country journal has a constituency that will not always be content with a form without substance. The men in the country are today climbing into the front seat in the bandwagon of progress. Your city men, engaged in the turmoil of keen commercial competition, rushing from that strife to the recreation that appeals to them as offering most distraction. They read the daily paper at the breakfast table or standing up in the street car on the way to the office and forget speedily what they have read. Reading is largely a time filler with them. But Mr. Agriculturist has brought to his door such papers and magazines as appeal to his taste. He reads and then goes to work in his fields, alone, except for his brutes. As he ploughs, he thinks, and thinks to conclusions as does his wife in the home and while Mr. City Man meets other city men at the club or ball park, our farmer and his wife beside him meet their neighbors at the Grange, Gleaner Arbor or Farmers' Club and these things are talked over and conclusions become opinions and those opinions sway communities and those communities are the backbone of today's progress. Such communities demand and will appreciate the newspaper that stands for something.

There are things to consider. Outspoken advocacy of questions of acute interest arouses antagonism and that costs subscribers. The subscriber who gets mad quits with more facility than the several who borrowed the paper to read the article which pleased them. But the several who borrow will get on the list finally and in the end the business office will not suffer.

It is necessary that the advocacy be intelligent, sincere, not mean personality and above purchase.

When I was a printer's devil at three dollars a week, I firmly believed that when I run a paper I would have an editorial column if nothing else. But I found in practice I could not, amid all the multifarious duties of business manager, reporter, proof reader, job and advertising solicitor and perhaps compositor and press feeder. But as opportunity has offered, I have used powers of advocacy and the extent to which our editorial expressions have been read as shown by comment reaching me, has been a constant spur to further development.

And if any of you think that no public questions are now pending which call for expression of the view of the country editor, let me digress for a moment from my prepared paper. There are many such questions, but, in view of an address made before you yesterday, let me call your attention to one which is conspicuous. I understand you yesterday heard from one of the country's greatest orators as well as editors, John Temple Graves, a stirring plea for radical increase in appropriations for national defense. Thus is brought before you the propaganda that is so widespread now in this country and has found such general support in the metropolitan press, standing primarily for cities that today are enjoying a prosperity as uncertain and ephemeral as it is hectic and soul-devouring. I do not deem this the occasion for me to undertake to combat that propaganda but to put out a word only for my fellow country editors. We are told that should have "incomparably the greatest navy in world" and such is the real aim of this radical preparedness propaganda. Now that raises an issue of transcendant importance in this nation and one that the country editors should have their say in, whatever may be your individual views.

Have you realized where this propaganda would lead us? You should think about it. Listen to Admiral Fletcher of the U. S. Navy, one of our greatest naval experts and an advocate of the "greatest navy in the world." In the hearings before the Committee on Naval Affairs he testified, in response to questions, that for us to enter upon such an endeavor would cause England to use her utmost to maintain her present lead, that such has been the history of the world, that such a contest must inevitably lead to bankruptcy of the weaker nation or that "one side would force the issue." Bankruptcy or modern war, such is the Scylla and Charybdis of the extreme preparedness propaganda. What is there in such a course to arouse our enthusiasm or deserve our support? At least, I may here appeal to you country editors, in such a crisis, as in every crisis affecting the welfare of your communities and your country, to give voice to the aspirations, the hopes and the will of your people, the backbone of American citizenship.

I believe the policy of the paper should not be exclusive. The columns should be open to views of all sides to a controversy so long as properly expressed, for the paper is a public forum. Only on this basis can we justify our acceptance of special rate of postage.

What do we live for? Why not have our say about things while we are on the job? Why not be live wires instead of dead batteries? Why not do the most we can in this one life? We may not have a second one on this earth.

Sir Henry Irving said: "Whoever is content with the ideas of yesterday, the journalist must be equipped with the ideas of tomorrow." And I would add, be willing to do his part to make them the ideas of today.

* * *

Address of Adolph S. Ochs

Publisher of the New York Times, Before the National Editorial Association, McAlpin Hotel, New York City, Wednesday, June 21, 1916

IN appearing before you today as one of your speakers, I break a rule that I have tried to observe all through my life, viz.: "Never voluntarily attempt anything that you do not think you can do well." I am not a public speaker; have never cultivated the art, and doubt if I have any aptitude for it.

However, I was tempted to break the rule and take the consequences because I believe I can bring a message to the young and earnest men engaged in newspaper-making, who have entered the business with the right spirit and have the qualifications for the essential duties that are attached to decent and dignified journalism. I wish to bring them a message of encouragement, to stimulate them to renewed effort, that they may continue their work patiently, hopeful that a bountiful reward is within reach of every man in our profession who has high aims, good purposes, industry, devotion to the welfare of the country, and an abiding faith in the good sense of the people as a whole, and confidence in their appreciation of public service.

My experience in newspaper-making affords an opportunity for close observation of what is going on in its many ramifications throughout the country, and justifies me in making the broad assertion that never before did there exist so many splendid opportunities to win honor, fame, and fortune in the profession of journalism.

In all its angles there is in American journalism a demand and an urgent need for men of ability; men possessing the cardinal virtues—prudence, justice, temperance, and fortitude; faith, hope, and charity; men who love their country and their fellowmen; men of courage and convictions; men with vision and imagination; men who are thorough and painstaking—who take a pride in their work and whose heart and soul are in it; men who do not think they know it all, but can learn from others; men who are constantly seeking for and acquainting themselves with the newest, the best, and the most effective work done by others, and with the intelligence to understand what they learn and to apply the knowledge to their undertakings; men who are thoroughly grounded in the very rudiments of newspaper-making; men who know a proof-press, a shooting-stick, and a quoin, a rotary press, linotype, and autoplate; a monkey dash as well as a column rule; with not only a nose for news but with olfactories to scent odors and detect rottenness; men with a sense of proportion and of values, and with an eye for impressive and pleasing typographical display; men who in circulation know the real from the artificial, and in advertising know the genuine from the deceptive; above all, men with the practical equipment and the sincere and vigilant purpose to present the news honestly and without prejudice, and to interpret it with independence and fairness.

This may be the counsel of perfection, but in newspaper-making perfection in morals, habits, and equipment—as near as is humanly possible—invariably spells success with capital letters.

I appreciate the fact that I am expressing no new ideas, but rather what we have come to look on as platitudes—such things as we heard at our mother's knee and were taught in the schoolroom and in the church; but I hope, by repeating them to you in the light of my experience, to impress you with my belief in their enduring truth.

And I wish to add and heartily indorse some sentiments expressed by the Hon. Champ Clark. He recently said:

> My opinion is that it takes more courage, more common sense, more information, more system and more general intelligence to conduct a good newspaper than any other business a man can get into in this life. As far as the opportunities are concerned, they are great ones. The journalistic business is getting better all the time. * * * My opinion is that the right sort of an editor is one of the most useful citizens of the Republic.

Twenty-five years ago I appeared by invitation before this association at its annual meeting at St. Paul, Minn., introduced as the publisher of a small interior daily newspaper, and then and there gave my views of the daily newspaper publishing business, "hot, practical, and to the point," as requested by Mr. Stevens, the President of the association. The observations I made were based on an experience of nearly twenty-five years in a printing office, one-half the time as publisher.

A quarter of a century has passed since that address was delivered, and twenty of those years I have been in metropolitan newspaper work. Again I appear before you, by invitation, to talk to you about what I have learned since that time that may be of interest to you, and particularly with reference to publishing a big daily newspaper.

I am now within less than five years of having spent half a century in printing and in newspaper-making. I entered the business as the "devil" in a printing office—which has been my high school and my university—and, with no capital other than I created and could command by reason of my commercial credit and confidence in my promise to pay, I have achieved a place which you are generous enough to say is an important one in the profession—a place which I must frankly admit is far beyond the wildest dreams and ambitions I entertained when I addressed you twenty-five years ago.

I have been persuaded to speak to you today of my personal affairs and to review my address of twenty-five years ago in the light of my experience; to apply, as it were, the acid test to the views then expressed, for I had the temerity to compare the small daily newspaper, as I knew it, to the metropolitan newspaper as I thought it existed.

It may surprise you to hear that I have not only not changed the views then expressed, but that I am strongly confirmed in them, and that the principles then suggested for the successful conduct of a small daily newspaper have been found to apply with equal force to the larger enterprise. I have tried as best I could to practice them —with what measure of success it is for others to say.

With your indulgence I shall read a few extracts from the address at the St. Paul (Minn.) meeting in June, 1891, when I told how The Chattanooga Daily Times had under my ownership and management grown from 250 to 5,500 daily circulation, and was esteemed as one of the most successful of the small daily newspapers. Here are some of my observations:

> * * * The daily newspaper business is in its infancy. There are thousands of opportunities for the establishment of a newspaper plant, with great fortunes as a reward for honest, earnest toil. Verily few of the thousands of newspapers that are printed in this country are managed on prudent, economical business principles, because profit has been in easy reach with comparatively little effort, but wherever there has been one thus conducted it has been a great success. The details of the business are scarcely ever mastered; the business is generally conducted on a happy-go-lucky plan, and too often the newspaper enterprise is undertaken for the purpose of furthering some personal ambition or to forward some pet idea or peculiar principle;—a paper with one idea, political, social, or otherwise. * * * *
>
> A journal, conducted as a newspaper, being a fearless purveyor, and, when needed, equally fearless interpreter of the news, is, in the intelligent public opinion, the newspaper of the future. The day of the organ, if not past, is rapidly passing. The people, as they gain culture, breadth of understanding, and independence of thought * * * more and more demand the paper that prints the history of each day without fear of consequences, the favoring of special theories, or the promotion of personal interests. The duty of the editor and publisher who serves an intelligent and manly constituency is to give his patrons the facts, and attempt nothing with reference thereto beyond assisting to a clearer understanding of the same. * * * It is hardly probable that an editor can be found who is fully and ably informed upon all subjects that come up for explanation and discussion in the course of one day's experience in managing a daily newspaper, that he may

Mr. Adolph S. Ochs, Publisher "New York Times," New York City, N. Y.

> be respected as a savant in religion, art, literature, science, political economy, and other kindred and varied subjects. * * * The editor and publisher of a daily newspaper should give his thoughts, time, money, and energy, first, to securing and then to printing in good shape all the news, and give the thoughts of the best-informed men upon the topic under discussion—fairly giving all views with reference to it. * * * *

I thus set forth what I thought were the required qualifications for a man to manage a daily newspaper successfully:

> 1. He should be a practical, intelligent printer, with sound ideas of economy in business.
>
> 2. Before undertaking to publish a daily newspaper he should be sanguine that the opportunity of his life is just open to him. The occupation should be pleasant, in no way irksome, and he should be determined to devote his whole time and all his energies to the business, and find it interesting and pleasant to do so.
>
> 3. He should be free of any financial entanglements. He should be under no personal obligations to any one who may seek to sway the paper from pursuing a fearless, honest course in the discussion of all public questions or in the treatment of men, measures, or incidents.
>
> 4. He should be loyal to all the best interests of his constituents; identified with progressive movements and ideas, and not afraid to change his views when he finds that he is in the wrong.
>
> 5. He should be subservient to no man or interests, and, while aggressive and outspoken, always courteous and respectful to those with whom he differs; mindful ever of the fact that all people are not of the same opinion.
>
> 6. He should impress on every one that his paper is always just and fair, and especially so to those who differ with it.
>
> 7. He should never lose sight of the fact that the assumed position of censorship of men and measures requires that he should take criticism with good grace, and not be thin-skinned when he is misrepresented, vilified, or base motives attributed to him. A newspaper man who is honest and fearless cannot be injured in the estimation of his people by abuse and calumny.
>
> 8. He should bear in mind that unfortunately the "slinging of mud" at newspaper men is one of the incidents of the profession, arising often from ignorance and blind prejudice, but most frequently from envy and jealousy.
>
> 9. He should also remember that it is not necessary that an editor and publisher should be a pugilist or a duelist, but it is necessary that he be made of such stuff that he fears no one who prides himself on these barbarous characteristics.
>
> 10. When prosperity comes to crown his efforts, he should not be intoxicated with his success.
>
> 11. He should know that sops, gratuities, and donations are dangerous, because of the baneful influence they exert on the recipient and the extravagant management they encourage, which cannot be maintained by legitimate receipts.
>
> A man who possesses these qualifications and understands these requirements, and can practice them, is prepared to undertake the successful publication of a daily newspaper anywhere a victory is possible.
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> * * * * *
>
> * * * It is not alone the circulation that the newspaper has that fixes its value as an advertising medium. It is more the character and standing of its readers, the appearance of the paper, its news features, its editorial ability, and its general ability, and its general standing in the community. An enterprising, progressive, fair, and well-conducted newspaper of good typographical appearance, well established in a community, is a more profitable advertising medium than a widely circulated inferior newspaper with circulation ten times as large, gained by bombast, sensationalism, and gift enterprises and guessing matches. * * * * A man's ability, his tact, his ingenuity, his administrative powers, his watchfulness and care of his business are all more necessary in the time of his prosperity than when he is struggling to make ends meet. It is in prosperous times that a man's qualifications assert themselves. It is a mistaken idea that a man who imagines he has established himself from a small beginning has registered a success when he has apparently become prosperous. There is more truth than poetry in the old saw, "It is easier to earn than to keep."
>
> * * * In this great country, with its varied resources, its undeveloped and buried treasures, its magnificent opportunities in almost every calling and profession—art, science, or trade—a man who enjoys good health, is industrious, energetic, and persistent, should not fail to succeed. His greatest difficulty is not in making a fortune, but in keeping it. * * * The requirements of a small community are greater than those of a large city. In a small town an all-around newspaper man is needed; no sailing under false colors; what is in him is soon known. The editors and publishers of the great daily newspapers are removed from the people, they occupy a lofty place from which they gaze with cynical eyes upon the transactions of the world. Their personality is unknown to the people. Not so with those occupying similar positions on the smaller daily newspapers; they are in the same atmosphere of ideas and sympathies with the people; they reflect the sentiments of their communities, for they come daily in contact with almost every element of their constituency. Briefly stated, the small daily newspaper is representative of the people, the metropolitan daily seeking to be. * * * Men of eccentric ideas, cranks, idealist, bigots, and sometimes fools, may maintain themselves, by very reason of idiocy, on a large daily newspaper, but never on a small daily. The qualifications needed to conduct successfully a small daily newspaper are multitudinous and usually require all the ability necessary to conduct a metropolitan journal, and much more.

In 1896, five years after that address at St. Paul, with an abiding faith in the principles and theories therein expressed, I came to New York City and acquired the control and management of The New York Times. The New York Times then had a net paid daily circulation of 10,000, its advertising patronage was small, its competitors prosperous and in strong financial hands. I thought there was an opportunity in this great city for a metropolitan newspaper conducted on ideal interior daily principles; a newspaper with all the news that's fit to print, honestly presented and fairly and intelligently interpreted; a newspaper for enlightened, thoughtful people; a newspaper conducted as a decent, dignified journal.

I was thought to be a bold man, with more money than brains; a "jay come to town"—and it was prophesied that my metropolitan career would be short, while speculation of all kinds was indulged in as to whom and what I represented and whose money was being sacrificed.

Now, right here I wish to make a statement, of interest to those of the curious who may wish to know how I came into possession of the controlling and majority interest of The New York Times. I shall make no new disclosures, for the facts were not only known at the time, but widely published, and they are as follows:

The George Jones Estate sold in 1893 the name and good-will of The New York Times for one million dollars, cash, to the New York Times Publishing Company, a company made up largely of a number of very well-known men, actuated by the highest motives to preserve The Times as an independent Democratic newspaper. The panic of 1893 and insufficient capital proved too great a burden, and the company came to grief in 1896. It was then I became acquainted with the situation and was encouraged to grapple the problem that many well-known and experienced publishers declined to tackle. Perhaps it was a case in which fools rush in where angels fear to tread. Part of the simile is true, for I certainly had no "angel" with me. I organized a company under a new charter—the present New York Times Company—with 10,000 shares capital stock (par value $100) and $500,000 5 per cent. bonds; took up the million dollars of stock of the old company by giving in exchange 2,000 shares of the new company; paid the debts of the old company dollar for dollar with $300,000 of the 5 per cent. bonds; and with some difficulty the remaining $200,000 of bonds I sold at par for cash by giving to every purchaser of a $1,000 bond 15 shares of stock as a bonus. I subscribed for $75,000 of the bonds and received 1,125 shares of stock as a bonus, and as was stipulated in the articles of the organization plan—I received 3,876 shares of the capital stock as compensation when three years after its organization the company was placed on a paying basis. The value placed on the shares shortly after I assumed the management was indicated by a sale of some of them at 10 cents on the dollar.

So in this way I acquired the control, the majority stock of The New York Times Company, (5,001 shares,) as the result of my work and the investment of $75,000 in its bonds. And this majority and controlling interest, somewhat increased, I now own and possess, free, clear, and unencumbered in any shape, form or fashion. Adding to my interest the shares held by others, there is nearly 90 per cent. of the capital stock of The New York Times Company owned in the office of The Times by persons solely employed in producing the Times.

I have never had any partners and there has never been any one who had any control of or voice in my affairs or who in any form could affect my entire freedom of action. We have been conducting a very large and rapidly developing business, having invested over $4,000,000 in real estate, and more than $1,000,000 in printing machinery, and there has, of course, been much financing to do, but it has been done without, in any instance, by word or deed, by understanding or implication, involving the attitude of The New York Times toward any man or interest, any measure or purpose. There never was a man or interest that could require me to do his or its bidding or consult his or its wishes, and I am proud to say I am today, as is The New York Times, firmly intrenched in that independence. We are our own masters, beholden to no one.

You may be interested in knowing what has been the practical result of applying the principles suggested at St. Paul twenty-five years ago for the publication of a newspaper in a great city.

Twenty years ago The New York Times, as I have said, had scarcely 10,000 daily circulation; today its net paid circulation exceeds 325,000. The gross annual income of The New York Times in 1896 is now exceeded every month in legitimate income from advertisements and circulation.

One of the greatest factors in achieving this result was not mentioned,—because not then fully appreciated,—in the St. Paul catalogue of the qualifications required successfully to manage a daily newspaper. It was a great omission, as my years of experience have taught me, and I wish now to add it and give it the utmost emphasis by marking it "top of column:" and that is, that the successful manager should have the ability to judge and appreciate other men's qualifications, to secure their assistance, and to win and retain their respect in his plans and good intentions.

I have been most fortunate in this respect in the management of The New York Times. I could not wish for more loyal and capable men than those holding the responsible positions in The New York Times organization. They have been untiring, ever enthusiastic, and ungrudgingly giving the best of their abilities to the upbuilding of the newspaper, to preserve its best traditions, and maintain the highest standards of journalism. They have given to the task what money or reward cannot buy, and that is a pride in their work. If I wished to boast of anything I personally may have accomplished, it would be that I was able to secure the coöperation of such high-minded and talented men, and have them confidently believe in the soundness and sincerity of my aspirations. So I wish to say that a publisher should have the respect and confidence of all his aids and lieutenants, from editor-in-chief to office boy; for then only he will secure the best service they are capable of performing, and his publication will transmit this excellence to the reader and translate it into good-will. In other words, a newspaper's reputation is created in its own household.

A distinguished man—a New York editor and publisher—some time ago told some mutual friends that I had come to New York and taught the newspapers something new. I replied that I thought he was inaccurate; that if we had done anything worthy of note it was that "we had reminded them of something they had forgotten." I brought no new journalism to New York City; we have practiced, as best we could, old journalism—the journalism that succeeds in small towns where the high standards of the profession are demanded and practiced by self-respecting men.

In my address at St. Paul I frankly gave a summary of the cost of conducting a daily newspaper in a very small town, based on my first year's experience as a newspaper publisher, namely, the business of The Chattanooga Times in the year 1878, when I was publishing a bourgeois six-column four-page daily morning paper six days in the week. The population of Chattanooga at that period was about 12,000, a little over one-third of the population being negroes. The printing outfit was of old material, having had several year's hard usage. The price of composition was 25 cents a thousand. A pony Associated Press report cost $25 a week. Two men were employed in the editorial department. The chief editorial writer had other regular employment, but contributed a column or so to the paper for a small consideration, and two younger brothers, one quite a lad, assisted in gathering news and in general utility work about the office. The total expenses of the first year were $10,000, divided as follows:

For the proprietor, who was the editor, advertising solicitor, and business manager, to provide for his living expenses	$ 900.00
For bookkeeper, collector, and clerk	500.00
For an editor, doing the local work in addition to general editorship	600.00
For a reporter—assitant editor	400.00
Rent	300.00
Foreman, also proofreader, and pressman	720.00
Five printers, average $10 each a week	2,600.00
Two boys, one assisting foreman and acting as mailing clerk, the other as janitor and to "turn the press"	520.00
Paper, 750 sheets a day, (22x31, 25 lbs.)	530.00
Telegrams, $25 a week	1,300.00
Fire, water, and light	360.00
Stationery and office incidentals	360.00
Carrier boys and incidental help	360.00
Miscellaneous	550.00
Total	$ 10,000.00

The income for the year was approximately $12,000. So that left me for my first year's experience as a newspaper publisher and proprietor about $75 a month for my living expenses and a book profit of about $2,000. It was not a bad start for my first year, for I became publisher and proprietor of The Chattanooga Times when I was 20 years old. Incidentally, I am still publisher and proprietor of The Chattanooga Times—now a morning newspaper with over 25,000 daily circulation in a town grown, with its environs, to about 100,000 population. And here let me insert a little advertisement for my home town by telling you it is one of the most beautifully situated cities in this country and is one of the most prosperous in the South, that its natural advantages are unexcelled and natural resources varied and inexhaustible—a city worth visiting and, more than that, worth living in.

It may interest you if I compare some of the above figures with the present expenses of The New York Times. Take some items, giving round figures, for the month of May, 1916:

The New York Times regularly employs 1,200 persons, consumes an average of about 100 tons of paper every day and requires daily a ton of printer's ink. And this suggests the problem: "If a drop of ink makes millions think," how many millions can a ton of ink make think? The payroll averages $32,000 a week, about equally divided into three groups, namely news and editorial department, the mechanical departments, and the executive and business departments. No man, by the way, actively employed on The New York Times has ever had his salary reduced.

Our transportation charges, that is, the cost of delivering the paper to mail subscribers and newsdealers, exceed $5,000 a week—about one-third of a cent a pound on the toal paper consumption. We pay over $100,000 a year for telegraph and cable tolls. The revenue of The New York Times from circulation is about half its revenue from advertising. Our revenue from circulation, which is more than a million and a half dollars annually, exceeds our white paper cost. This is due to the fact that one-third of our daily circulation is a two-cent circulation, and the Sunday edition is 5 cents. Frequently a single issue of The Sunday Times yields over $50,000 in circulation and advertising receipts. In May—thirty-one days—the issues of The New York Times aggregated 926 pages; 47.67% was advertising, representing 1,059,525 agate lines. The average advertising in the daily was 79.07 columns a day, and in each Sunday issue 345.07 columns. The number of pages printed during the month of May was 332,413,816; of which 5.16% was lost in waste, spoiled papers, &c., in the pressroom. There was no waste in circulation, because we have no returns.

One or two typical items in the expense of conducting a great daily newspaper will illustrate what is involved in publishing an up-to-date, enterprising daily newspaper that never considers cost in getting the news:

About a year ago the Pope issued a peace appeal in the form of a letter, in which he said, among other things: "Blessed be he who first extends the olive branch." The Associated Press delivered a brief abstract of it. Upon inquiry, the managing editor of The Times learned that this was all the A. P. had, and it was then far in the night. He immediately sent instructions by cable to our correspondent at Rome to send the full text of the Pope's letter if he could ascertain that it had not been sent by the Associated Press. In time for publication in the next morning's Times we received the full letter by cable. It contained a thousand words. But it reached us two hours after we received the full text through the Associated Press, the Associated Press having received it from Paris and not through its Rome office. Consequently the message we received was useless and was thrown into the waste basket.

Another incident—when the first great Zeppelin raid was made on England the press censorship was down so tight that no particulars could be sent by cable. We were compelled to await the arrival of the mail and the first travelers arriving from England, but by use of the Marconi wireless, as soon as we could get in touch with the approaching ship, and at the cost of a thousand dollars. We were enabled to secure from passengers on the ship a graphic account of the disaster and published it twenty-four hours before the arrival of the ship in port, bringing the mail stories for other newspapers. "It was simply in the course of business," said the managing editor when his competitors awoke.

In the early days of the European war the cables were deluged with messages and so choked that days elapsed before matter got through, and consequently messages costing thousands of dollars were valueless when received. In one day we had several hundreds of dollars of cables out of date and useless. This illustrates the expense involved in the ordinary process of gathering news; to say nothing of such sensational and exceptional instances as the cost of the first news of the discovery of the North Pole, the Titanic disaster, and other news beats. During the Irish revolt, there being delay in the press messages, The New York Times received its news at full commercial rate, 25 cents a word. These few items give you some conception of what is involved in the publication of a great metropolitan newspaper.

I wish to say in concluding that the success of The New York Times, reflected in its growing good-will and the confidence it is gaining throughout the land, is an expression of encouragement and support to conservative journalism that should inspire every newspaper maker. What I have been able to accomplish, with my limited abilities and without capital, except that which was created in my business, should give encouragement to every man engaged in our profession; for there are innumerable opportunities throughout this country such as it was my good fortune to find in New York City. Perhaps there is another such opportunity here; certainly, as I view it, there are similar opportunities in many other big cities; and this is certain, that there is not a metropolitan newspaper office that would not make room for, and welcome into its organization, a successful, experienced, thoroughly equipped small daily newspaper editor and publisher—one who is respected and esteemed in his home town and capable of greater responsibilities.

But what matter whether you are conducting a small daily newspaper or a large daily newspaper? It does matter how you have conducted yourself; what satisfaction you may have enjoyed in your occupation; what good you may have accomplished.

I realize I have said too much about The New York Times and myself, but that is what I was asked to talk about, and I hope, as I have tried to entertain you, you will charitably overlook whatever may appear as egotism.

* * *

A NEW AND STRENUOUS METHOD FOR FREE ADVERTISING FIENDS

Irate Customer—I have a good mind to mop up the floor with you.

Merchant—Do it, I'll dare you to do it. It will be put in the papers, and I'll get lots of free advertising and have a rush of business. Hit me, you coward! Hit me!"
—Milwaukee Evening Wisconsin.

Service and Business Press Efficiency

An Address Before the National Editorial Association, by William H. Ukers, Editor and Publisher, the Tea and Coffee Trade Journal, and Vice-President of the Associated Business Papers, Inc.

I BRING you greetings from the Associated Business Papers of America. We want you to know us better and we want to know you better. We of the Business Press have much in common with you. Frequently our problems are the same. Maybe we can help each other in solving them.

Briefly, I want to tell you something about the Business Press, what it is doing for the betterment of our common craft, and then, if I may, point out several ways in which it can be of service to you—show you how a study of class, technical and trade journals will make of you better editors and publishers.

"Trade papers" is the general title which has hitherto included class, technical and trade journals. BUSINESS PAPER is a better term. According to a recent reliable compilation, there are about 25,000 publications of all kinds in the United States. Of these about 1,500 might be called Business Papers.

In the business paper field 157 trades and classes are represented. In the grocery and general merchandise class alone there are 76 papers. New York City has over 600 trade papers covering every thing from aeronautics and moving pictures to undertakers and woman suffrage.

Business America without its business press is inconceivable. At one of the annual conventions of the Associated Business Papers, Herbert Casson of London declared: "The trade papers are the only papers out of the 25,000 papers published in this country that are absolutely indispensable. What is the news? If the papers printed the news they would come out only once a month. I can get along without the Evening Sun, but I would be willing to pay $50 for the Dry Goods Economist, and $100 for the Iron Age.."

The Right Publisher Attitude

Business papers in America, for the purpose of this talk, may be divided into class, technical and trade journals. A class paper is one which aims to interest a man in merchandise for the purpose of his own use. It deals with particular kinds of sport, recreation or business ideas. For example: Motor Print, devoted to the interests of the amatuers of motoring; The Publishers' Guide, for publishers; the Editor and Publisher, for newspaper men; System, for business executives; and Printers' Ink, for advertising men.

A technical paper is one which instructs a man in the business in which he is engaged. It is a clearing house for ideas and information concerning methods, plant equipment, tools, machinery, supplies, etc. For example: The Railway Age-Gazette; American Machinist; Practical Engineer; The Amercian Architect; Power; Electrical World; Mining and Engineering World; The American Printer.

A trade paper is on which aims to interest a man in merchandise for the purpose of reselling. It is more nearly the paper for the retail merchant. For example: The Haberdasher; The Grain Dealers' Journal; The Confectioners' Journal; The Illustrated Milliner; The Hardware Age; The Boot and Shoe Recorder; The American Paint and Oil Dealer; The Dry Goods Economist: The Modern Grocer; and The Tea and Coffee Trade Journal.

Now the value of each paper included in these classes of media depends first of all on the value which the publisher places upon it, and his estimate of its worth is confirmed or rejected by the class of readers to which it makes its appeal just in the proportion in which they are in sympathy with the attitude the publisher assumes in the conduct of his enterprise. If the paper is more concerned about getting the advertiser's money than it is with the idea of rendering a real service to its advertisers and subscribers alike, its value will soon be discounted by both.

There was a time when trade papers were largely a pretext to secure advertising, and for which there was little or no value given in exchange. I am glad to say that most of these papers have been succeded by publications having a conscienec. Once upon a day, many trade paper publishers were not at all careful about their claims as to circulation and service. It was the order of the day to lie about the circulation, take the advertiser's money and let it go at that. But times change. Today the trade paper publisher who lies about his circulation or who does not stand for truth and honesty in all departments of his paper is either a knave or a fool.

In the natural evolution of the business press, men were raised up who were as jealous of their business as you men are of yours. These men were the saviours of the trade press. They were men of principal. The present high efficiency of the most successful trade paper publishing businesses is due to the fact that their foundation principles were sound. Their practices have evolved into a code of ethics by which they seek to guage their own conduct and that of their fellow publishers.

I take considerable pride in the fact that the New York Trade Press Association, of which I have the honor to be a past president, formulated the set of Standards of Practice now generally subscribed to by the best trade papers in America, and that after these standards were patterned Standards of Practice for 16 departments of advertising represented in the Associated Advertising Clubs of the World.

The business papers that have subscribed to the Standards of Practice, pledging themselves to coöperate with other departments of advertising, also outspoken for truth and service, are banded together in the recently incorporated body known as the Associated Business Papers. This organization succeeds the old Federation of Trade Press Associations in the United States.

I sometimes wonder if daily newspaper men appreciate what it costs to produce a representative trade journal. Do you know that the capital invested in trade papers in this country is about $50,000,000; that five New York City trade paper publishers employ 600 people; one New York publishing institution owning its own plant employs 900; its weekly payroll is $27,000, or $1,404,000 per year; that the editorial expenditures of some high grade trade papers approximate $70,000 per year, and some high grade technical papers $65,000 as compared with $50,000 approxmated yearly expense of editing most high grade general magazines?

The editorial expenses are high on the good trade paper because it costs money to get accurate, first hand, exclusive information on any subject. The trade paper man knows one thing well. He is a specialist in his line. He cannot afford to guess. He must know for a certainty.

Benefits from a Study of the Business Press

And now, how can a study of the business press be of benefit to you? Principally in two ways. First, it will broaden your point of view and improve your style. The editor of a daily and weekly newspaper in a thriving Ohio town recently wrote me in reply to a letter I sent him asking him why he continued to subscribe to my publication, when it was so foreign to his line, "I have been engaged in the newspaper work for many years and rather like it. I have always had the notion that no particular trade or profession, or branch of one, had all the gray matter, and for that reason I decided to take a magazine entirely foreign to my own work, and so subscribed to yours. I was so well pleased with its catholicity, its fund of general information, that I have continued taking it. Is that sufficient reason?"

The other day a letter was received by the editor of a prominent New York trade journal from one of Uncle Sam's Consuls in far-away Ceylon. This is what he wrote:

"I cannot refrain from expressing the pleasure I have had in reading the June number of your journal. I have always valued it, both for the attitude it has taken toward business in general and toward the laws passed by Congress in particular, and I further admire it, as an old newspaper man, for its splendid journalistic qualities. But the June number seems to me to be well ahead of anything you have done before, and of any trade journal within my knowledge. Advertisements, special articles, editorials—I find myself tremendously pleased with them all.

"You have got hold of the true spirit that commerce and trade should develop in these days, the ideal of personal honesty applied to business, plain speech and fair dealing."

Luther Burbank, the great plant wizard, has his secretary read most of his mail, but he admits he sits up nights once in a while to read a trade journal.

It will pay you to read as many trade papers as you can if only to keep in touch with the commercial spirit which they foster.

Another way in which you may be benefitted from a close study of the business press, especially of the trade journal section, is in learning how to render real dealer service to the merchants in your vicinity. How to make advertising pay is a great problem among advertising men and publishers generally. Many magazine men and newspaper publishers have tried to solve it by some form of dealer service, with more or less doubtful results. The magazine men in some cases have resorted to dealers' help papers—trade papers of their own—house organs. By reading some of the leading trade papers you will acquire intelligent understanding of the questions which vex retailers and be in a position to render superior dealer help. For example, if you know the truth about price maintenance, or the facts regarding nationally advertised goods, mail order competition and chain stores; how to keep trade at home; why it pays to advertise truthfully and merchandise helpfully, your editorial and news columns will take on new life and your local advertisers will find it impossible to resist your advertising men's advances. In the columns of the trade paper is to be found the proper forum for the discussion of all these topics. The real facts are yours for the seeking, because with the good trade paper it's accuracy first now-a-days, and service always.

A number of good trade papers are included in your own ranks. Any newspaper editor can benefit from reading such representative business papers as The National Printer-Journalist, The American Printer, and The National Builder.

Truth and Service

There is no greater force for righteousness in the business world today than the efficient trade journal, because it stands for clear white honesty of purpose and all that is practical in the uplift movement. It emphasizes, not quantity, in circulation, because it seeks first readers of character. We stand for the truth, yes, but the trade press stands for something more than the truth, and that is SERVICE.

When newspaper men and the trade paper men understand each other better, there will be less of savage competition and more of coöperation in the business world, and "coöperation is business democratising itself, garlanded, dancing, and set to music, the Ten Commandments and the Golden Rule."

The message which the business press of America has for the members of the National Editorial Association is one of coöperation. We need you and you need us. Let us join hands and journey together along the road which leads to the City of Big Things.

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Editorial Service

By Mrs. H. C. Hotaling, Enterprise, Mapleton, Minn.

IN dealing with this subject as it appealed to me, I may not be either logical or orthodox. I know that generally speaking editorial service alludes to what use the editor should put his editorial columns but to me the first thought was the service the editor can, or does or even might do for his community and the country at large, not only through the editorials on the editorial page of his periodical, but in the local items of the same medium and in the first page articles, in fact in everything that he writes and also in his general attitude toward mankind and their welfare.

To try to make a distinction between the influence of the editorial writings and the influence of the writer who puts his whole being into the work of wielding a power for good, is almost to make a distinction without a difference. But yet there is the personality in the one which may be wanting in the other or they may and do in some instances overlap and interweave until they blend as one.

Of course in following our trend of reasoning there must be another thought constantly paralleling and consequently tempering the ideals. That second being the fact that there are as many varieties of editors as there are differences in localities and positions for him to fill. Thus we find that one community might demand or permit a line of service from its editor that would be entirely out of place in another. For instance, in some town the greater number of inhabitants have never been inside the doors of the printing office and a woman would feel almost as much out of place were she obliged to make a visit there as she would to step inside the doors of the great gent's furnishing establishment or the men's private club rooms. While in other places the print shop is the general information bureau, a directory for the town and surrounding country and the editor is called into consultation over such a variety of topics that it is a wonder he does not do as did the boy's pet chameleon. The youngster said he put his pet on blue cloth and it turned blue, then he put it on red and it turned red, he put it on yellow and it turned yellow, but when he put it on Scotch plaid it just burst itself trying to be satisfactory.

The opportunity for service, however, is present in either case and a great opportunity it is, for the written word is the outlet, the channel through which to induce coöperation in thought and deed. The service which may be rendered from the editorial chair is an unlimited one, but it entails the heaviest kind of responsibilities. To accomplish anything the editor must be determined to do his duty, cultivate fearlessness and be practical, logical, and impartial. No other business or profession has greater scope or offers better opportunities for a man to become a public benefactor than that of the editor. He reaches all classes of people in all walks of life. His words are read by the business man during the intermission of his business hours. They are read the first thing in the morning; they are read at the noon hour while waiting for luncheon to be served; they are read on the railways and in the street cars and they are read at home in the midst of the family circle where there is time for reflection or discussion. His words are read by young and old of both sexes. They are read by adherents of all religious faiths and creeds and by those of no creeds at all. Some of the readers look first for the little personal items which tell of the comings and goings of their neighbors; some care most for the society reports; then others pretend to ignore these things and deem them frivolous but read the sporting news or the political opinions set forth; yet another class of readers thirst for more sensational news, or prefer longer articles upon a more chronological order. But what-so-ever the taste of the reader the editor's pen is making its impression upon the mind which is lasting. Then to render the best service, the conscientious editor needs take an optomistic view of life and its environments and let every cause win his earnest approbation. A thought to keep uppermost would be

"For the cause that needs assistance,
For the wrong that needs resistance,
For the future in the distance
All the good that I can do."

A careless, slangy written language set before a populace week after week is to be deplored, as it can but create an irreverence for worthy objects. While the busy editor, who has an endless number of duties to perform inside and out side the office and has to keep all the wheels of his establishment moving from the editorial chair down through all departments to the back work room. would not seem to have much time to spend in premeditation on the composition of his writings, yet he can and should strive for a style of language which is clear and pure. Otherwise he fails to give his subscribers the full value due them.

To excuse the short comings of one's paper by throwing the blame on the readers and say there is no use striving to do anything better because the reading public do not demand it nor want it; to say that they prefer and clamor for the yellow journalism, is but the shifting of responsibilities to ease the promptings of a sluggish conscience. It is like a mother yielding to the importunings of her offspring and feeding her family entirely upon candy, cake, and other sweets, omitting all substantial foods from the daily diet, because the children have a craving for such things. The taste for news may be cultivated, modified, or entirely changed if the wielder of the pen only has faith in his fellowman. Be a fighter for the good and uphold it at every possible turn and such service will bring results.

Mrs. H. C. Hotaling, "Enterprise," Mapleton, Minnesota

"It is not always popular for the editor to stand out firmly for the right," says one editor. That is certainly an undisputed fact, my brother, but the editor who sets his standard of service by the barometer of popularity must expect a shifting mercury which in the end will very likely make him most unpopular. Even the most critical opponent to any cause likes to see its advocates take a firm stand and hew to the line. It is the mold of hard knocks which turns out true manhood and staunch character.

The standard of service adopted by the modern editor must needs have a vision of social needs. It must contain a doctrine which gives a feeling that there is a place in the world for everyone where he must do the best there is in him to help make the world move along. It should blot out the idea that life is a mad grab where he who loses his foothold must be ground under foot. The poet says,

> "Count that day lost, whose low descending sun
> Views from thy hand no worthy action done."

We find editors all over the country have taken up a slogan of efficiency and as a result of this united service, a marked improvement can be noted in all lines of industry. It is this ideal of better service that has caused our public schools to add manual training, agriculture, and domestic science courses that the rising generation can be trained into lines of service.

The back to the farm effort which has been ably handled by many of the editors is having its effect for good in turning the tide of shifting humanity away from the over crowded cities to the pure air and wholesome surroundings of the country. A continuance of this influence will result in the saving of many a boy from a life of crime.

During the life of our great republic the editorial light of publicity has been turned upon many a dark by-way and brought about the needed reform. The editor's power of vision needs to be keen. He has to be constantly vigilant and watchful, not only that no piece of news escape him but that he may do his part in pointing out and removing pitfalls along the path of progress. He must keep his mind's windows unobstructed also, that he can recognize opportunities of extending this path on into new and profitable fields of right endeavor.

Each editor owes it to his readers to make a scientific study of his own locality. We have a wonderful country. Its development has only just begun. Therefore the editor needs to be in sympathy with the best interests of his town and its entire tributary surroundings. By furthering his own sphere to its best possibilities he is advancing the whole nation. He cannot rush headlong into any and every movement which has worked wonders in a neighboring community. He can however, analyze the needs of his town and country from the higher citizenship standpoint, adopt the means to the needs and then firmly and sincerely advocate the cause.

A high standard of morals is essential to all localities and there can never be an occasion for laxity in upholding it. The work and influence of our churches needs the added support of the press. They go hand in hand in assisting the upward trend of human life. They both have their share to do in lightening the burdens of the down trodden and add buoyancy to the hope of the hopeful. Following and also marching along side of the church is the school.

Home building can be taken up by our editors with good results. Our statesmen have impressed upon our minds that the home is the foundation of free government. The encouragement of home ownership is needed in many localities. The improvement of home buildings and their surroundings and in fact every civic reform can be furthered by the editor's approval. With a higher appreciation of home and parents instilled into each breast there would be fewer falls from virtue, less chance of unearthing dark alleys of crime filled with degraded humanity. Establishing a dignity of labor would be layin a stone in the foundation of home happiness and prosperity. There is too much of false pride which makes people ashamed to be honest working people.

A pride in home breeds love of country. Loyalty to one's country means more than just to fight for her color. It means a pride in the land that will strive to make it a peer among nations in peace rather than in strife.

Just now it behoves every editor in every nook of our land to emphasize our need of peace. We must have peace. An honorable peace and a peace that will give liberty and safety to those around us. We cannot afford war, unless it be in the interests of liberty. We cannot afford war, counting from the standard of money values. We cannot afford war, measured from the new motto of service. America has such a wonderful duty to perform for the world that she has not time to waste in war. She cannot afford to sacrifice her young manhood in such useless turmoil when each and every one of them is needed in the serviec of developing and conserving the resources of the fairest land under God's blue canopy and holding up to the world the possibilities attainable under the banner of liberty. We cannot afford to have the women of our land bowed down in grief and agony, their lives crushed by the sacrifice of their sons and husbands to the god of war. Upon them the greatness of the future generations depends. To their posterity the longevity of our republic will be indebted.

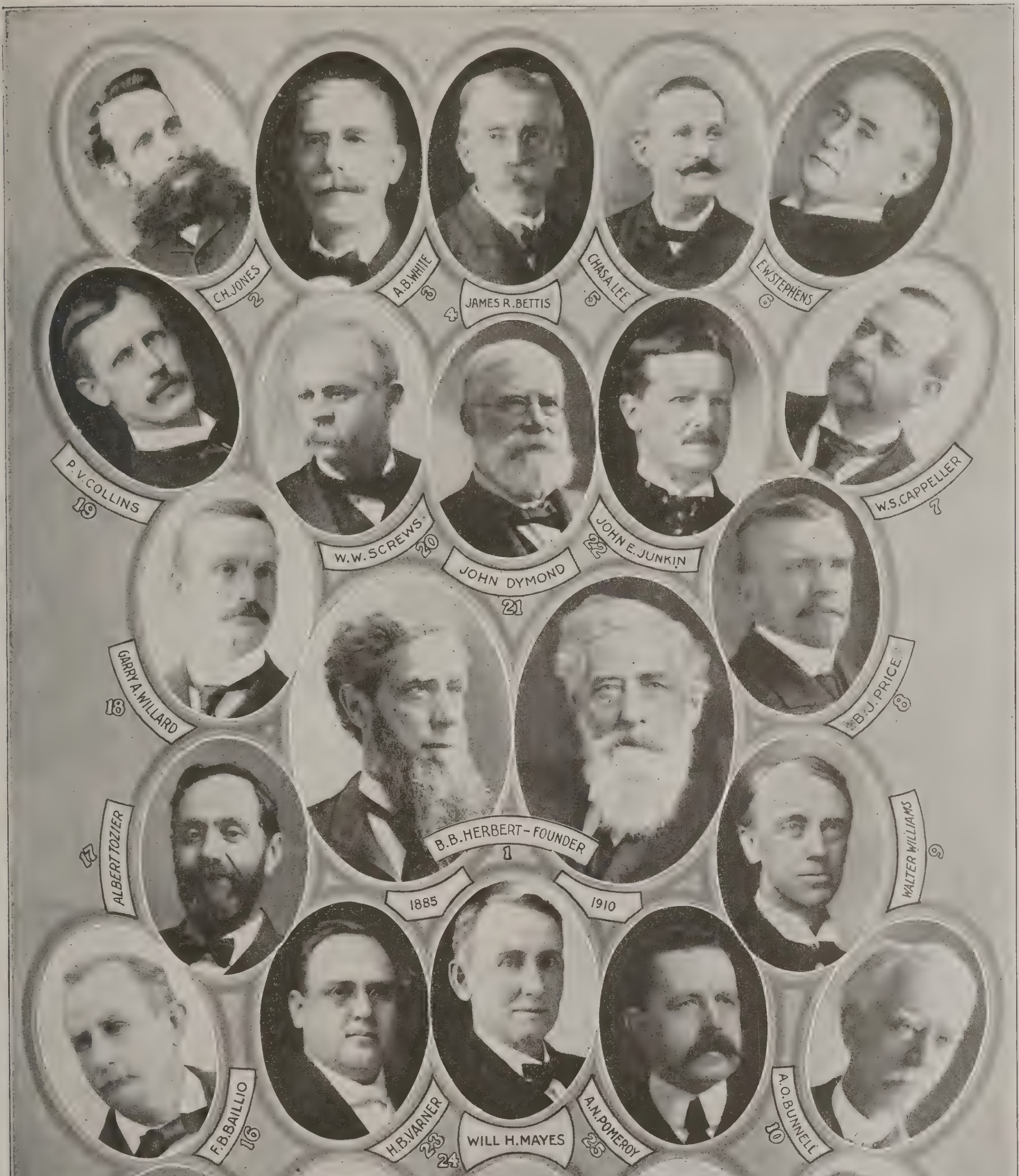
The editor should not fall into the error of thinking that only the great dailies create sentiment. It is the continuous vibrating caused by the unison of the many editors in village and city and town which turns the tide of events. The faithful service rendered by the unflickering line of editorial searchlights which turns the darkness of ignorance, indifference, and prejudice into light, and place right and justice on the tower of jewels to shed thier radiant lights over our land of liberty.

> "Light flies on while men and worlds grow old;
> 'Tis distance that determines what is told."

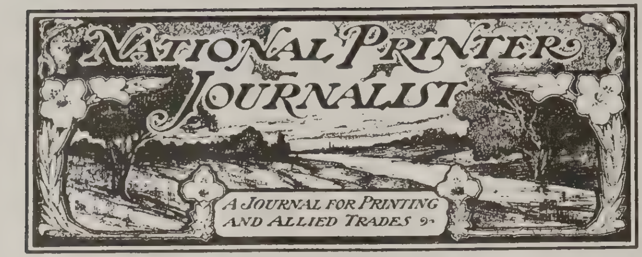
> 'The sun that sets again will rise,
> And give the day, and gild the skies:
> But when we lose our little light,
> We sleep in everlasting Night."

* * *

All of the nineteen students graduated this year with the degree of Bachelor of Journalism from the School of Journalism of the University of Missouri had accepted positions with newspapers, magazines or advertising agencies before graduation. H. A. De Lashmutt is a reporter on the St. Paul Pioneer-Press; D. W. Davis and Dale Wilson are on the staff of the Cleveland Press; Sam W. Webb Jr., with the Kansas City Star Literary department; Glenn H. Doughty and E. P. Wagner are engaged in advertising work in St. Louis; Miss Merze Marvin is in the advertising department of the Pierce Publications at Des Moines; Miss Bertha Schmidt will do advertising work for the National Oats Company of St. Louis; Miss Myrtle Wright is a repoter on the Warrensberg (Mo.) Star-Journal; Miss Ruth Sanders goes to the Motor Age of Chicago; Miss Anne S. Evans is a reporter on the Spectator at Tulsa, Okla.; D. C. Collins is on the staff of the Journal-Chronicle of Owatonna, Minn.; Miss Sadie Wise is a reporter for the Joplin News-Herald; L. G. Hood is instructor in journalism in the University of Minnesota; Miss Nelle Fitzgerald is a reporter for the Maryville (Mo.) Democrat-Forum; Miss Clara Dunn will take post-graduate work at the School of Journalism; J. B. Gibson will engage in free lance work. Two of the graduates of this year have gone abroad to do newspaper work. Ralph H. Turner is employed as reporter on the Japan Advertiser at Tokio and Miss Margaret Murphy in newspaper syndicate service in Melbourne, Australia.



Twenty-five Past Presidents of the National Editorial Association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The Conventions of the National Editorial Association in New York City and of the Assiciated Advertising Clubs of America at Philadelphia, were both wonderfully successful, educative, and inspiring. The hospitalities extended were bounded only by the limitation of the possibilities of giving time for further acceptance and enjoyment. The local spirit aroused by these conventions is worth ten times the cost to the places where conventions are held, and the reflex of good feeling, kindliness, hospitality and friendship, and the educative power, and inspiring, uplifting influence are extended to every city, state and nation represented. The two organizations have many interests in common and it was gratifying, with a promise of practical coöperation and mutual helpfulness and advancement, to have such gentlemen as Adolph Ochs of the New York Times and Herbert L. Houston, President of the Associated Advertising Clubs, to appear before both Conventions. The addresses were of great value to the world of newspaper publishers and advertisers. It is a matter of regret to us that our limitations prevent giving full accounts of the proceedings of both Conventions, but our duty of service is more particularly due to the National Editorial Association and the workers in the fields covered by this organization. However, we hope to make amends by giving some of the good things, omitted this month, in the August number. The great truths and practical, useful, helpful thoughts enunciated are eternal and will not grow stale in the keeping.

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There were some forebodings at the opening of the National Editorial Convention, this year, as to whether President Lee J. Rountree, who had suffered much from continued illness during the year, would be sufficiently recovered to sustain the strenuous demands required to preside over the greatest convention in the greatest city of the nation, with one of the most crowded and important programs of papers, business and entertainments in the Association's history. Fortunately he seemed to gain strength with every hour, to be able to meet every demand promptly and graciously. He showed himself an excellent presiding officer and quick to respond ably to every demand whether it were enforcing rules and order, introducing speakers, or responding in appropriate manner at banquets of other functions or entertainments. Only once was he non-plused and that was when Past-President Hosmer of Colorado presented him, on the part of the members of the Association, with an elegant gold watch and chain. His wife, however, who had watched over him during his long illness and brought him so far on the road to health as to enable him to preside so acceptably over the sessions of the Convention, came to his rescue in a very happy manner. She did not know that she was to be the next victim of a public and substantial expression of gratitude, in the form of a rich jewel and gold chain. However, the embarrassed President and husband had so far recovered his equanimity as to come to her aid. Both mementos of esteem had been fully won and the expressions of friendship and good will, all around, that followed, were wholesome.

Here is the point for the editorial say, that the friendships formed at these Conventions and the esteem in which faithful officers and workers come to be held by their fellow members and associates, are not to be overlooked in their beneficent influence. Joe Mitchell Chapple, of the National Magazine, was one of the speakers on this occasion and his "heart throbs," of which he is the national champion, were greatly appreciated.

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Frank W. Lane, Secretary of the Interior, speaking at the Convention of Advertising Clubs, said:

> "The spirit of America is a spirit of work. It is a spirit of progress and a spirit of helpfulness for all humanity. It is an unformed, mystic thing. * *
> "The United States government exists to work and to allow each man to work."

These words, said before an organization that is devoted to the truthful exploitation of the means of bringing, in a helpful manner, the products of all workers to the attention of those to be benefitted as users, and thereby increasing the demand for work, bring the thought that the object of organization among the members of all callings today, is that of better, more efficient work, and of proper preparedness and understanding of the ways to to do work more efficiently; to increase quality, quantity, utility and profit, intelligently, equitably and usefully and to guard and conserve at the same time the workers, employers and the capital employed. Along these lines lie peace and prosperity, but when these meet with interference within the United States then all organizations and citizens thereof are ready to fight for the right of carrying out the mission of a peace democracy—a republic of work and helpfulness.

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All up-to-date, intelligent people, who are worth while, read the newspapers, and seek their pages for all current news and information as to all affairs of life and business, yet, commencing business, as he did away back in 1861, John Wannamaker, stated at the recent Convention of the Associated Advertising Clubs of the World:

> "If ever I have a monument for discovering anything it will be for finding out that the only advertising of direct and instant benefit to both merchant and customer is in the newspaper."

Nearly all intelligent, successful business men in all lines, today, benefit by the use of this discovery, and, to a greater or less extent, follow Wannamaker's example of using space in the newspapers to acquaint the people with the news of the goods they have to sell, or the services they are able to render, while those who are the wisest in business are coming to follow his example as to absolute truthfulness and the making good to customers. They put truth and information as well as "pep" and sympathetic helpfulness into their business announcements. Wannamaker's advertising may well be classed as literature of high merit.

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Many papers and addresses and much as to the education, travel, excursions, and entertainments of the N. E. A. Convention are held over for the August number of the National Printer-Journalist. They will keep and be as helpful and entertaining then as now. This journal is not a newspaper, but is designed to gather and to lay before its readers, from month to month, all that will aid in successful newspaper making, publishing and printing. The value of the thoughts given this month can hardly be estimated in dollars, if they are but carefully studied and conscientiously and continuously acted upon or put into practice. One address, given herein, is worth hundreds of dollars to any real, progressive newspaper publisher. Study all that is contained in this issue and then look forward to the August number, with whetted appetite, new zeal and desire for more of the nutritive feast and for real benefits.

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The Convention of Advertising Clubs was made up of a score of different departments that held separate meetings. One of the newest was that of "Church Advertising" Department at which the papers read and the discussions had were of a very high character and vastly informing and inspiring. Rev. Daniel Herrman Martin of New York said the church must advertise or "take the dust" of its competitor—who was the devil himself.

The Rev. Daniel E. Weigler of Philadelphia said that "a church, like a business, must have the goods before advertising can possibly pay," and the Rev. F. T. Keeney of New York called church advertising the display window of the biggest business on earth.

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The women are coming to take a more active and influential part in journalism, in all departments, throughout the world. The excellent addresses by Mrs. Hosmer of Colorado and Mrs. Hotaling of Minnesota, before the National Editorial Association, printed elsewhere in this issue, show not only how broad and important have become the activities of women in newspaper making but how women, by their quick intuitions, and their deeply sympathetic natures, by their exercise of home management, attention to details of domestic science and economics, the enforcing of orderliness and government in the home over those who are citizens in the making, are especially endowed and fitted for the dealing with all the matters of life, society, government and even finance, of which newspapers must continually treat.

These addresses were two of the most practical and inspiring that were presented and they command the attention that they merited in matter of treatment and manner of presentation.

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The Associated Advertising Clubs of the World, also, had as one of their separate departments that of "Advertising Women," that attracted great interest and attention.

Miss Jane J. Martin, President of the League of Advertising Women of New York, presided, and Mrs. Jane Stannard Johnson of New York spoke on "Woman's Natural Qualifications for Advertising Work."

As might have been expected, she convinced all that women, who are the great buyers, are, for that reason and for many others and by their very natures, the best equipped for the work of exploiting merchandise through truthful, conscientious, care-taking, clear, sympathetic helpful advertising.

* * *

Mr. George E. Finlay, son of President Finlay of the U. T. and F. C. of A., has just finished with credit his first year in the printing department of the Carnegie Institute of Technology at Pittsburgh. Mr. Finlay is a graduate of Williston Seminary and is preparing to follow his father's footsteps in the printing business. He has taken up the work of the school with great interest and the result is the attaining credit in his work and finding the same in an extremely satisfactory manner.

* * *

Merle Thorpe, head of the University of Kansas Journalism department has been selected as editor of The Nation's Business, the official monthly magazine of the Chamber of Commerce of the United States. Mr. Thorpe is a former Washington newspaper man, later doing editorial work in Cuba and in Seattle. In 1907 he organized at the University of Washington the first department of journalism in a university. Since then forty-two universities and colleges have established such departments with 175 instructors and 3,500 students.

From Washington Mr. Thorpe was called to the University of Kansas at the instance of William Allen White and other Kansas editors. The journalism department at Kansas, under Mr. Thorpe's reorganization, furnished instruction to 200 undergraduates and took on state service and research work, some of the results of which were the National Journalism Congress in 1914; short courses for editors enrolling 250 to 300 practical newspapermen, and the organization of a central bureau to promote more intelligent merchandising methods in the columns of the Kansas press. The state appropriated $10,000 for this last feature, and the editors subscribed a like sum.

Mr. Thorpe was President of the Amercian Association of Journalism Teachers in 1914, Secretary of the Missouri Valley Cost Congress, 1914-15, and is the author of "The Coming Newspaper." He will take up his new duties at once.

Proceedings of Thirty-first Annual Convention, of National Editorial Association, New York City, June 19-25

Official Report by George Schlosser, Secretary.

THE National Editorial Association in its regular 31st Annual Convention was called to order in the Convention Hall, McAlpin Hotel, New York City, at 9:30 A. M. June 19th, 1916. President Rountree of Texas presided.

Invocation was offered by Past President B. B. Herbert of Illinois.

The regular order of exercises opened by the introduction of Hon. John Puroy Mitchell, Mayor of the City of New York, who welcomed the Association to the city saying in part:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

It is a very unwonted situation to me in which I am placed this morning. Here is the opportunity for a wholesale interview. I wish this morning to extend to you a very cordial welcome on behalf of the City of New York. We are glad that your Association has chosen this city as a place for its 31st Annual Convention. My understanding is that the Association has never before met in the City of New York, and that it is many years since it met in this state. I am glad that its delegates have decided to hold its meeting here, and I trust that you will find the city as cordial in its welcome as any, where your Convention has been held. I assure you, that it is the spirit of the people, despite the fact that the impression sometimes goes out that New York City is cold. Let me say to you, that it is due only to its size, but that the people themselves in this city as a whole are cordial to its visitors.

Ladies and Gentlement, you wield what is in all probability the greatest power in the country today—power of the Press. The power that molds and makes and guides public opinion, because you have that power in your hands, there rests upon you a great responsibility. For two years this country has been passing through a new phase of its national history, new ideas have been forming, the nation has been awakening to a responsibility of its own necessities. It has been drawing together and there is being born in the nation a new national soul. These two years have been heavy ones, and today in the century in which the nation finds itself, the responsibility is again increased. We are passing through a crisis in our national life. You ladies and gentlemen, who wield the power of the Press, have it in your hands to mold and help on public opinion in this manner and to lead the people of the country to a quicker realization of the need of the nation that there is today for building up those national defenses to insure the future."

President Rountree next introduced H. L. Bridgman, Chairman of the Publishers' Association of New York City, who addressed the Association, in part, as follows:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

Permit a man to take the center of the stage a minute. This occasion is one which is full of interest, full of meaning and full of promises. I extend to you for the Association whom I have the honor to represent on this splendid occasion, a most hearty welcome. I feel sure there is no community on the face of the earth that has so great a respect for the editors and the men who compose the newspaper fraternity as New York does. The business and editorial ends of a newspaper should work together as the oars of a boat, pulled in unison. At the present time there is a wide responsibility on the Press of the country. The rural Press will be more influential in this than the metropolitan, as they know the constituents better.

As the Mayor has said to you, and he always speaks well, this is the time the Press of the country has a great responsibility, but you know your readers, you offer them the views of the public, so each one performs a responsible part.

Ladies and Gentlemen, I didn't intend taking up your time, but I want to say in closing, if you don't see what you want, ask for it. A preacher made the remark that he had to come to New York before he was converted.

President Rountree next introduced Hon. Edward Percy Howard, President of the New York Press Club. He spoke, in part, as follows:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

The Mayor set a very good example, he made a short speech, and as you, no doubt, are very busy, you don't want your time taken up with long addresses. The Press Club welcomes you here in New York. We hoped that you could have held your meeting down at our rooms. The New York Press Club is perhaps the oldest, in fact I think it is, the oldest Press Club in the world. It has entertained most distinguished citizens, every President of the United States from Grant to Taft, and on the 30th of this month it will have the great pleasure of raising its drink of toast to President Wilson. You are here now busily engaged or going to be, and I presume that it will be impossible for you to stay over.

Your entertainment has been taken care of very ably by Mr. Oswald, and it will be your own fault if you don't have a good time.

I believe the country Press writers come nearer and closer to the hearts of the people, they know their readers, their responsibility lies greater on them, while everything here is merged more or less in the whole.

Just to say a word of welcome, that we are delighted to have you with us. We hope you will visit this Club House of ours, and we hope you will take advantage of all the things there are to see in New York and you will realize as the Mayor pointed out, that if there is anything appearing cold in the city, it is not because the warmth is not in the hearts of the people.

Let me bid you welcome once more for the New York Press Club.

President Rountree in introducing John Clyde Oswald of the American Printer of New York City, and Past President of the National Editorial Association, spoke as follows:

Ladies and Gentlemen:

I am sorry that the President of the New York Press Club mentioned the name of a gentleman that I wanted to mention first, but as usual a New Yorker got there first. Now, I had nothing to do with the arranging of this magnificent program this morning, because I left that to the Committee in New York. I was ill down in South Seas and intrusted the committee her to make the program. I will now introduce to you, a man who is beloved throughout the length and breadth of this great nation, whom I love and you love—John Clyde Oswald.

Mr. Oswald, in responding to this introduction, spoke as follows:

Mr. President, Ladies and Gentlemen:

This morning marks the realization of a dream, sometimes rather an anxious dream to me, but a very happy realization. Some of you will remember that about two years ago when this Association was laboring along under my management having me for President, I called together the National Convention, which at that time decided upon the place and time of our Annual Meeting. We met in Chicago, and after I had called the meeting to order, we got busy in deciding the time and place of our next meeting. I made a speech inviting the Council to bring the National Editorial Association to New York, and it was a good speech (applause), I know, because I made it, and when I got through and all speeches were made, the Council took a vote and decided to go to Texas, and the reason they decided to go to Texas was not only on account of my speech, but because two active members of this Association insisted that they should go to Texas. I then learned that anything Mrs. and Mr. Rountree asked of the Association, it is going to do. (Appause).

Well, we went down to Texas, then I made another speech inviting this Association to come to New York, and it must have been just as good a speech as I made in Chicago, because the Association decided to go to California, and out there last year I invited you to come to New York, and here you are, and we are very glad indeed that you are here.

We want you to know something about New York. We realize you can't learn much about it in a week. We wish you would stay a month. Mrs. Rountree thought it a long way to Texas, had not decided to remain any longer than she had to, but she now says she likes it much better. We labor under one difficulty in New York, there are an average of 30,000 strangers in New York every day, and many who dig their elbows into you on the street car are not New Yorkers, may be they are from some place where you come from. (Applause.)

We are very glad you are here, and hope you will stay a long time, and we hope you will come back again. (Applause.)

Hon. Charles H. Betts, President of the New York Press Association, was introduced in behalf of that Association. Mr. Betts, in expressing his appreciation, spoke as follows:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

On behalf of the members of the New York Press Association, I extend to you a cordial welcome to the Empire State. I can assure you that every member of our Press Association and every editor in the state, appreciates the honor of having the National Editorial Convention here, made up as it is of the active, enterprising and successful editors and newspaper makers of the nation.

I wish to remind you that you are holding your convention this year not only in the Empire State of this Union, but in the Imperial City of the World—in a city whose freedom its chief executive Mayor Mitchel has placed at your disposal in language so gracious and cordial, that you must already feel at ease and at home.

This Convention is a note-worthy event in the newspaper world. Nothing could be more appropriate than holding this Convention here where the freedom of the Press was first established in this country.

In 1733, when we were still under the rule of the British crown and when tyranny exercised a vigorous censorship over the Press, a newspaper was founded in this city, the avowed purpose of which was to tell the truth and fight for the freedom of thought, for the liberty of the Press.

This was a new and bold undertaking. Everywhere in England and America, men had been persecuted and prosecuted for writing and publishing their honest thoughts. The spirit of intolerance and tyranny had driven James Franklin from Boston and William Bradford from Philadelphia. In England De Foe, Swift, Steele and many others had been made to suffer by the government for writing and expressing their honest opinions. At last a newspaper was established in this city to challenge the right of the government to suppress the truth.

The New York Weekly Journal was its name and John Peter Zenger was its publisher. He was arrested and prosecuted for libel and confined in jail six months before he was tried. Andrew Hamilton, a distinguished Philadelphia lawyer, who was nearly 80 years of age, volunteered to defend Zenger without any fee, on the ground, as he stated, that if the government could use the law of libel to suppress the freedom of speech and of the Press it would be the end of liberty in this country. The trial was a sensational one. The people were aroused. The jury acquitted the defendant. The verdict met with popular approval. The city gave a public dinner to Attorney Hamilton in honor of his brilliant victory, and as an appreciation of the great service which he had rendered to the cause of freedom. The Mayor was present and in a complimentary address presented him with the freedom of the city in a beautiful gold box purchased by private subscriptions. This city has the honor and distinction of being the brith place of the liberty of the Press in the United States.

The Zenger trial had a wide and far reaching effect. The Historian tells us that it had three important results:

1. It established the freedom of the Press in North America.
2. It wrought important changes in the law of libel.
3. It marked the beginning of a new popular government. Governor Morris declared that, "The trial of Zenger was the germ of American freedom—the morning star of liberty which subsequently revolutionized America."

I want to take this opportunity to say that this city is not only the birth place of a free Press but it is the journalistic garden of the universe.

This garden of journalism was fertilized with the rich experience, powerful personalities and the transcendent genius of a galaxy of editors who won undying fame. No other journalistic field was ever so enriched by such a variety of genius as that which fostered, developed and raised to world-wide prominence, journalistic triumphs of this metropolis.

William Cullen Bryant of the Evening Post—Great editor, poet, and philosopher. His deep thought had the flowing majesty of the river, his classical style the moving inspiration of music.

Horace Greeley of the Tribune—His pen was tipped with the fire of zeal, and moved by the power of inspiration and sincerity.

Henry J. Raymond of the Times—His pen was characterized by dignity and vigor and always made its strongest appeals to reason.

James Gordon Bennet of the Herald—His news instincts were international, and made him a pioneer in this field of journalism.

Charles A. Dana of the Sun—He dipped his pen in the intellect and his sentences emitted light like the rays of the sun.

Joseph Putlizer of the World—He had a rare intellectual intuiton that brought him in close touch with hopes and aspirations of the multitude and he wrote for, and influenced the masses.

It was the journalistic genius of these great editors, their associates and successors, that has made the newspapers of this city the national and international leaders in the field of journalism.

I regret that the individuality and personality of editors has been largely eliminated from our great newspapers. I think it is a mighty loss to journalism. The editor who writes the leading editorial in a daily paper should be permitted to sign his name to all he writes so that the public may know who the writer is, and then the editor would get the credit for the work of his own brain instead of giving the credit to some corporation in whom the public takes not the slightest interest.

In all history great minds have marked out and pursued the path of creative activity. Great thoughts are creative, genius is the illuminous idea. It is the ripe expression of the age. It is the blossoming of the best ideals already alive in the country; therefore, it is all wrong to make the brain of a great man the slave of commercialism. Money should never own genius. Genius should be free, should never be reflected from the god of gold.

This is the reason that an editor should sign his own writing, and have the liberty to give to the public his honest thoughts and his best enlightened judgment without fear or favor. This is the only way the editor can ever become a great benefactor, a true educator, a safe and reliable guide of the people. Such editors are the last hope of a large democracy.

The editor should know that his reputation for correct thoughts and reliability are his own possession, his captial—which he must guard with zealous care.

Genius should not be bounded by the requirements of the counting room. It should not be compelled to appeal to public ignorance instead of intelligence and reason. It is the duty of an editor to give the public the benefit of his study, research and enlightened judgment to the end that he may assist the people to arrive at a correct conclusion on all public questions that effect the general welfare. The editor should not be the unknown employee of a corporation, but he should be the known educator, instructor, friend and guide of the people. Not until the editor assumes this relation, this personal responsibility to the public, will journalism ever rise to a height in harmony with its best tradition and noblest aspirations.

We are, however, living in the newspaper age—the age of publicity. At no time in the history of the world were the newspapers as widely circulated, as influential and as powerful as they are today. The influence of the Press permeates every nook and corner of the civilized world. Its streams of intelligence flood the secret chambers of the rulers of all nations; its enlightened thought sits in judgment on all their works.

This is not only the age of publicity, but it is the age of science and publicity is being reduced to a science. The art of advertising is closely associated with psychology. The expert writers of advertisements are real geniuses, they are intuitively and instinctively pyschologists. They understand the science of appeal. The know the possibilities, the peculiarities and the limitations of the human mind. They are students of the science of mental fascination.

This is the reason that advertising has become the greatest builder in the world. It is the main spring in all our modern industrial competition.

Speaking generally, advertising rears skyscrapers, it creates telephones and telegraph lines, it constructs steam and trolley railroads, and mutiplies mammoth department stores. Its potency and power extend far beyond human needs and necessities. It creates and multiplies human wants, refines and intensifies human desires. It gives timid and hesitating people the courage to buy that which they want but which under other and different circumstancs they could easily get along without.

Advertising makes two flowers grow and bloom in the business world where only one grew and bloomed before. It hypnotizes the intelligent man and woman into a liberal and progressive mental attitude and prompts them to surround themselves with modern conveniences and comforts. It puts Victrolas in the house, books in the library, rugs on the floor and pictures on the wall. It is the civilizer and the beautifier of the home, the schoolmaster of culture and the mother of civilization.

President Rountree introduced Dr. Talcott Williams—Director at Pulitzer School of Journalism, New York City—who spoke as follows in behalf of said school:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

I am here to extend the hospitality of the School of Journalism to you. Four years ago you gave me the hospitality of your platform before the school was opened, at your Chicago meeting. Your interest, your attention and your approval was of infinite encouragement.

The University had its commencement a week ago. The school is not in operation, but I could not think of having this Association here without begging you to come up this evening to see the building. I want to have you see the way in which the library is arranged—thousands of volumes of newspaper files. We shall also have refreshments, some of our students will be there. I want you to see we are trying to educate our students.

I extend to you the cordial welcome of the school, and beg you to share in its hospitality, and I trust you will permit me to tell you that on a subway you want to get into a Broadway car. Cars are not marked, but you can ask, and you will find a Broadway car.

I hope I shall face the same ones I am facing now, and I promise you the warmest welcome. Let me express my profound gratitude for the God speed which you gave me, and which has been encouragement and inspiration ever since. (Applause.)

Hon. Joe Mitchell Chapple of the National Magazine, Boston, was introduced by President Rountree to respond to the numerous expressions of welcome tendered the Association. Mr. Chapple spoke as follows:

In New York it seems as if everybody is a stranger to a stranger, it is one great Fraternity of Strangers, and we come here with some feelings of doubt as to whether we are going to like it. As we stood, yesterday on Pisgah's Heights, the Special train that came from the West and looked over into the promised land of New York,we came into the afternoon glow, feeling that the skyline of New York never looked more beautiful. We come to New York just to visit, but fellow New Yorkers and Mr. Mayor we are going to organize and get acquainted with the New York Association. Do you realize you are on almost the only soil of the only city in the world where all the nations of the world touch? We are in the very focus of the financial and industrial activities of the world. This is the financial center, this is where we carry our balances, and that is why we come to look it over so carefully I have been waving the flag in three Presidential Conventions within the past two weeks, and it is wonderful to think that everyone is anxious to stand by the flag.

New York needs the acquaintance of the country as well as the country needs the acquaintance of New York. For when you come right down to it, it is the country Editor that sets the world ablaze. You take in New York, when they come to New York they don't forget the little country paper at home. The New York papers deal mostly in their locals with Milionaires, etc. The world loves gossip, loves to talk about people. We want to know who is going to be president, and by the way, the two former Governors of New York were nominated for President with in two weeks, and a Governor of a neighboring State was re-nominated. We are within the Presidential Belt this time sure. Now who is going to give them the votes? That's the question. We will find that before we get through this empire State of New York, great as it is, it must have the support of the country too. Some think New York is such a cold fellow, he is just like one of you and I and he craves for the same things.

The word, "American" means much now. * * * I remember when I first heard of the fate of Elbert Hubbard and read the account in Washington, I could see the picture of that friend of ours, "The Country Editor from the prairie of Illinois," waiving his hand and saying perhaps it all right, and when I went to East Aurora later and met there the mother of Elbert Hubbard, the mother of the printer boy, she reminded me of the year before when I brought the message of the old home Elbert made all shadowy forms live again, in his talk to me in the moon-light. We then walked to his mother's home; in the bed sat his mother, startled. You have been here twenty years and I have never been over to kiss you good-night because he told the story of "Petunias," and cried out, "My boy has come back to me." After this horrible news came, I found this little mother. She said, "Wasn't it wonderful to have such a son as this?" She said, "Every night after this he came and kissed me goodnight, and I remember when that little black eyed baby was first placed in my arms." Never forget that tides of love always ebb and flow.

I recall the day when a beardless boy of sixteen, I came among you, and all these years that have come since with all the sorrows, joys, hopes and inspirations, there has been no other organization that has been so close to my heart, as that of the National Editorial Association, and whatever honor or distinction may come to me, nothing every day, with their hearts beating in unison with those every day, with their hearts beating in unison with those he wants to help, and I am proud that I can still qualify as a country editor.

They sell ads by the acre out in Wisconsin. Lincoln was great because he never made a speech but what he had every one before him as Dick, Tom and Harry.

We have come to know little old New York, and we have come, to go away with memories and inspirations of this day because we are on the threshold of great responsibility with this great tragedy over seas.

We ought to offer a prayer of gratitude to the kind God, who has protected our shores. I am sorry there isn't in this room the radiance of the red, white and blue, so as to salute it as we never have before. (Applause.) We believe that these adopted citizens don't understand the things we do. Who ever heard of a fellow going out to a foreigner and saying, "What does it mean to be an American citizen?" I think one of the first things I am going to do is to see a foreigner, and I don't care whether I can speak his language or not, but I am going to try and make him feel at home just as I was made to feel at home in the far off Balkans. In a peasant's home was hanging a print of "Abe" Lincoln. The mother called her children, prointed at the print, and smiled. The United States flag of today is more than the flag of the United States; it is the one thing which all the world is looking forward to, to help at these great moments of distress.

I met a Prince once who was interested in the busy activities of this country and wanted to be a newspaper man. He actually wrote articles of the country newspaper. I watched him eat beans at Boston, and told him not to use a spoon, but a fork. We came back to Washington after three of the most inspiring weeks of my life. After shaking hands with President McKinley and bidding him good-bye, we walked down stairs; he turned and looked at the flag over the White House and said, "What a beautiful flag it is." I never felt so proud of the flag as when the Prince made that remark. A King by right of birth and standing in the trenches is King Albert of Belgium. I can see that tall Prince, when he went into the White House. He was filled with the spirit of democracy, and that is why I feel so proud of my profession today, hoping that whatever I may do in my newspaper work, I may write a few words that burn with the spirit of Americanism, which burn with a heart spirit, and sometimes which move the world arm in arm. * * * Back of those stars, boys, is a constellation, millions of stars, and those stars are lights of American homes. Yesterday we stood on Pisgah's Heights and looked across to the promised meeting, why should not this meeting be a Pisgah, fearless and unafraid. Today we go forward with a feeling when as such we stand upon the Capitol steps at Washington under the stately dome, that we are ready to do our duty. Ready to take every stranger by the hand, and the immigrant, with his little bundle, saying "Brother and Sister," we are not going to pass you by on the other side, and we also feel that in this country we are just like one family, travelling from coast to coast with many of you.

New York will have more and better publicity out of this Convention today than all the 600 Conventions that are to be held this year, because we feel now that we must let the folks at home know how it is to be in dear old New York. So we just wind up the clock at night when we retire, and put out the cat, and we go to bed, and now I close. (Applause.)

An Amercan flag was brought in, handed to the President, who, waving the banner, lead in singing "America," all the audience standing and joining in the song.

Vice-President Tomlinson of New Jersey was called to the chair, and introduced Lee J. Rountree of Texas, President of the Association, who then delivered his annual address.

To the Members of the National Editorial Association:

Across the continent a year ago in San Francisco, by your unanimous vote, I was chosen to serve as your President. During the most trying ordeal of my life for the past year searching for that priceless boon to mankind—health—one of the priceless heritages of my lifework will be devotion and loyal friendship of the patriotic men and noble women of our Association, who have been my stadfast friends and faithful advisers during all the trying hours of the South Sea or surrounded by physicians, everywhere I went, I was greeted with the generous, noble, thoughtful words: "I hope you are better now." [When the blessed Christmas season came my wife actually wept for joy. When she had arrived home from a visit to the parental roof on the border of turbulent Mexico, where could be seen the flying squadrons of Mexican gunmen and the roar of the deadly guns of war, she was greeted by the thoughtfulness in messages of esteem and gifts of good will from our dear friends from every state in the Union. These expressions had arrived by the hundreds and the scene presented almost a duplicate of fairyland—nearly four hundred] I feel, my friends, I would not be true to the real sentiments of my heart if I did not refer to these expressions here, not so much for their intrinsic value, but for the true genuineness of the promptings that made our last Christmas day the most happy of all days, as we walked toward eternity. All these tokens will be cherished in our hearts while life lasts. These are some of the things that make life sweeter as the years go by.

The past year has been a crisis-hour for the great newspaper profession. I believe that on account of the European War and other agencies, there have been more acute situations than ever before in the history of the newspaper profession in this country. If the present condition in the increase in the cost of producing our newspapers continue, it will mean disaster, unless revenues are materially increased. That is the grave problem that today confronts us. The newspapers of the United States have the means of organization at their command but have not met the issues for their own betterment.

On my way from Texas to this meeting I stopped a few days in Washington to investigate the bills now pending in Congress that are of vital interest to those who make newspapers, and some of these measures should be discussed and fully understood by every newspaper worker in the country, and a session of the Association should be arranged for that purpose.

Among the measures pending in Washington are the following:

1. The Amendment to the Printing Bill introduced by Hon. H. A. Barnhart of Indiana, to discontinue the contract printing and manufacture of envelopes by the Post Office Department. The bill is now pending in Congress.

2. The Bill to allow the exchange of advertising space for transportation over railways in the United States, introduced by Senator Charles A. Culberson of Texas.

3. A Bill by Congressman Randall of California adopting the present zone system as applied to parcel post matter to be adapted also to second-class mail matter, newspapers and magazines.

4. A Bill introduced in the Senate by Senator Blair Lee of Maryland, amending the copyright law.

5. A Bill has passed the House and is now pending in the Senate giving the Postmaster-General, through the President of the United States, the right to send any publication by freight or mail to any part of the United States. This law is referred to as the "press-muzzling" law in times of political campaigns.

The hour has arrived when the National Editorial Association must assert its rights or turn all matters over to an antagonistic lobby and the crisis has come.

The mighty mischief maker in this nation is the conscienceless political demagogue. He "is the avauntour of greed, the Atilla of poverty, and the scourge of God." He is the enemy of good government, free speech and an untrammelled press. He has wrought much damage and committed many crimes of omission and commission. In many instances, irrespective of party affiliations, I find the demagogue in both high and low places and many political mountebanks are trying to gain power and prestige by attempting to favor or by opposing certain measures which have been enacted into law or that are being attempted to be forced on the statute books. I find these demagogues in every party—Republican, Democratic and Prohibition. In many instances the reign of the demagogue is a part and parcel of the success of passing political propagandas. It can only be ascertained by investigation that there is enough legislation now on the statutes or pending to seriously cripple our business. When the report of the Legislative Committee comes before this Association I will at that time discuss the merits and demerits of some of the problems that are before us. Many are unwarranted, unjustifiable, and without equity and justice. We are face to face with some grave problems. The political demagogue is one of the distinct curses of this generation. Overt acts of legislative violence have slain their thousands while the degenerate and unworthy deeds of the demagogue in power have slain their tens of thousands so far as legislative business is concerned. It is the righteous province of the editor of every newspaper in our nation to tenaciously battle against assumed power with the cloven foot that by legislative stealth and through political prejudice attempts to destroy free speech and strike down our most sacred institutions that have made this nation truly great. Free speech is the basic principle of all free government.

It is my earnest purpose to do all in my power with the assistance and support of the members of the National Editorial Association to perpetuate the Association on a permanent basis, and make it the clearing house for the 14,000 newspapers and publications in the United States. It is my sincere belief that had the newspapers of the country been organized as they are today into associations of the states and the Union, the great Civil War, that mighty fratricidal conflict of more than fifty years ago, would never have occurred. It is my deliberate judgment that had the newspapers of Continental Europe been allowed by the royal censors to tell the truth, or even a substantial part of the truth, the dastardly and inhuman conflict, the maelstrom of blood, plunder, robbery and murder would not now be a "cloud by day and a pillar of fire by night" on the world's horizon. When partizan politics, religious hatred, dogmas, doubts, fears and jealousies have passed away before the honest and uncensored voice of a free and untrammelled press, those who would array brother against brother, kindred against kindred; those who would violate the principles of the Golden Rule of whatever faith or nationality; those who would ridicule the immortal "Sermon on the Mount" or destroy the indestructible doctrine of the "Brotherhood of Man and the Fatherhood of God" will have been swept from power and the true standard will have been reared and the millions of earth will truly rejoice.

The freedom of the press knows no North or no South; it knows no East or West; it knows no nationality or continent and where there is no fraternity or freedom of the press there is no liberty—only tyranny. We are descendants of the heroic men and women of the Anglo-Saxon race who came into the wilderness of the New World a few centuries ago. Here they founded the greatest type of manhood—the American race. At no time since civilization began have we failed to enjoy a certain freedom of speech and when the English statesman in Parliament, looking to the gallery and viewing the representatives of the press, although they had no voice in law-making, declared: "There is the greatest of all Estates—the Fourth Estate," the world was notified that the free press had come and had a mission to fulfill with no mental reservation or secret evasion of mind. Four hundred years ago the forefathers at Plymouth Rock gave the world a new vision; then followed the establishment of this city, New York, the greatest city the world has ever known; the mighty pilgrims of peace and freedom, remembering the Magna Charta, met in Philadelphia, wrote the indestructible Declaration of Independence, pledging mutually to each other their lives, their fortunes and their sacred honor, thence the throbbing, ceaseless tide of freedom's hosts westward moved and reared their altars and their homes, and thence across the mighty plains over the majestic mountains and to the blue Pacific and to the shining sands of the seashore of Mexico's gulf. With our heroic, patriotic forefathers, who trusted in God and kept their powder dry, stood like a mighty sentinel the free and untrammelled press. Thus the American nation has been builded. It rests upon the foundation greater than material elements ever constructed—it has been bequeathed us as a sacred heritage by the mightiest men of a heroic race. The cohorts of Herod, the legions of Rome, the tyrants of Alexander, or the warriors of Napoleon, never founded such a nation as ours—the American commonwealth. In those days there was no free press which defied the demagogue and engaged in mortal combat the enemy of righteousness, dethroned tyrants and lead public opinion to strike down the enemies of justice. In those old days of blood-shed and tyranny there was no triumphant Christianity unconquered fraternity or unpurchased and unpurchasable free press. After the lapse of centuries, where the ruined cities of Pompeii and Herculaneum were brought from the tomb, there was found at the gates of the city a Roman sentinel as preserved as he was in the day of destruction. He had never heard the call to desert his post of duty and faltered not when the molten lava, from Vesuvius' furious bosom, swept down and destroyed the mighty grandeur of the cities of Roman civilization. So today let us revere and honor the memories of those who came into the wilderness and builded this mighty civilization of American manhood and womanhood, unconquered and unconquerable—and reconsecrate and rededicate our hearts, consciences and lives to principles eternal, glorious and undying.

Past President B. B. Herbert moved that a committee on the consideration and distribution of the President's address be named. This motion prevailed and the following committee was appointed:

B. B. Herbert, Illinois.
E. A. Higgins, New York.
Homer Harwood, Michigan.

The President announced the following Convention committees:

Legislative Committee:

Geo. E. Hosmer, Denver, Colo.
F. E. Gannett, Elmira, N. Y.
W. S. Spotts, Bonham, Texas.
H. C. Hotaling, Mapleton, Minn.
Edward Albright, Galatin, Tenn.

Advertising Committee:

E. H. Tomlinson, Morristown, N. J.
J. Frank Buch, Lititz, Pa.
F. O. Edgecombe, Geneva, Nebr.
N. T. Blackwell, Dallas, Texas.

Constitution and By-Laws:

Dietrick Lamade, Williamsport, Pa.
J. C. Brimblecom, Newton, Mass.
A. B. Bragdon, Monroe, Mich.
W. J. Skidmore, Skidmore, Wis.
Geo. Schlosser, Sioux Falls, S. D.
J. Byron Cain, Belle Plaine, Kas.
G. W. Hughes, Clinton, Ill.

Resolutions:

C. H. Betts, New York City, N. Y.
W. A. Steele, Alaska.
E. C. Funk, Arkansas.
Mrs. Joe Mitchell Chapple, Boston.
J. C. Morrison, Morris, Minn.
W. A. Johnson, Memphis, Texas.
Mrs. J. A. Jackson, Austin, Texas.
Mrs. G. R. Scott, Texas.
Tom W. Leavitt, Massachusetts.
J. C. Scott, Colorado.

Auditing Committee:

George S. Doliver, Battle Creek, Mich.
Edgar A. Higgins, New York.
David B. Clarkson, Chicago, Ill.

Memorial Committee:

Col. B. B. Herbert, Chicago, Ill.
Geo. E. Hosmer, Denver, Colo.
John Clyde Oswald, New York.
John E. Junkins, Florida.
Will H. Mayes, Austin, Texas.
S. N. Bombay, Pennsylvania.
Miss Della Lamar, West Waco, Texas.
Garry A. Willard, New York.

The Convention then took a recess until 2:30 o'clock in the afternoon.

Monday, June 19th, 2:30 P. M.

The Association reassembled. "The Press and the People," paper by John A. Sleicher, editor of Leslie's Weekly of New York City, was read by Dr. Strayer, in the absence of the author.

President Rountree next introduced Hon. John Temple Graves of Washington, publisher of New York American. He spoke in part as follows:

Mr. President, Ladies and Gentlemen of the National Editorial Association:

I apologize first to you who are here—I have no voice. I lost my voice in the bad company of the Republican Convention in Chicago. I received no benefit from it at St. Louis. I beg the pardon of the Committee and Chairman.

I am very glad to have the pleasure of addressing this Association today. I am compelled to leave in about fifteen minutes, so I can do nothing more or nothing less than to salute you with my admiration. I think you people that come can do great service to the journals of the metropolis.

Never before has the influence or responsibility of the newspaper profession been as great as it is now. We are living in the most important time of the world's history. We are facing an aftermath when this war is over. Peace is only secured by being prepared for war. England has fought her own wars. No enemy's foot has ever trod on England's soil. Every ship we build could be built into a commercial vessel. It takes three years to build certain kinds of ships, with 2,100 men working on them. So I say the newspapers ought to preach this Doctrine of Preparedness.

We have no friends except two—the Atlantic and Pacific Oceans. The bull dog is always prepared. We want to be the peaceful, prepared bull dog of the nation, and be prepared for anything that comes.

We should love our country next to the mother that bore us.

God speed the Editorial Association of America. God give them common sense and common courage, and let us stand by our country in the years coming on.

May God bless you all.

The Committee to whom President Rountree's address was referred submitted the following report:

We, your Committee on the President's Address, after having examined the same, respectfully report that the address be commended and that this Association concur in the principles recommended therein.

The President is thanked for his investigations and report on legislation now pending in Congress respecting the printing industry, and we recommend that that part of his report be referred to the Legislative Committee for their consideration and action.

Dated, June 19, 1916.

B. B. HERBERT,
EDGAR A. HIGGINS,
HOMER HARWOOD,
Committee.

The next paper on the program, "Editorial Service," was presented by Mrs. H. C. Hotaling of Mapleton, Minn.

"Features for Newspapers," Dietrick Lamade, Grit, Williamsport, Pa., was the next paper presented.

President Rountree next introduced Hon. Will H. Mayes, Ex-President of National Editorial Association and Dean of Texas School of Journalism, Austin, Texas. Mr. Mayes addressed the Convention on "The Influence of Schools of Journalism Upon American Literature."

This closed the proceedings of the first day, and the Association adjourned until Tuesday morning, 9:30 A. M.

Tuesday, June 20, 1916, 9:45 A. M.

The Association reassembled as per adjournment. President Rountree in chair.

The Advertising Committee submitted its report as follows:

Your Committee on Advertising is glad to report that while it has not been able to do much that should have been done toward solving the problems which caused its appointment, there are now in existence in several states organizations of the smaller papers which have as their object the securing of general advertising for their members and which are started along the right lines to do effective missionary work in clearing the pathway to more of such business for all of us, for there is much to be done before a greater part of what should come to us can be obtained.

We know that our papers are the best mediums for the general advertisers to use who wish to reach the great buying public of America and with a right chance we are sure we can convince them of it.

This is not all we have to do, however. When we stop to consider that to use the press generally, to secure the rates and circulation of each newspaper, its merits, its field and its usefulness generally, these matters will have to be taken up with over 20,000 individual papers, we must realize that it is a discouraging prospect. The cost of even a stereotyped inquiry would be over $500. This is not all. When the information is received (and some of us may fail to answer the first inquiry as the result of our lax business methods) we regret to say there may be still some uncertainty as to its reliability. There has, unfortunately, been too much rate-cutting and too many false statements as to circulation to warrant full confidence in our replies. Nor is the task ended here. No two papers will be found to have the same rates for the same service and the same circulation or the same system of arriving at the cost of a particular advertisement. The clerical expense, starting heavy, will continue heavy to the end and bear entirely too heavy a ratio to the cost of the advertising.

Under such circumstances can we be surprised if the advertiser, newly-converted by the logic of our presentation of our merits, balks at the stupendous undertaking of placing advertising with us? How different from going to half a dozen big periodicals and arranging for a service that on the surface appears to cover the field as well.

It is the simplification of the problem of placing general advertising in the smaller papers of the country that your committee believes to be essentially a work for this Association, to be continued until satisfactorily solved.

We would recommend in furtherance of this work that members urge the taking up by their home associations (or the forming of new organizations if necessary) to carry on such work as is being done by the Wisconsin Daily League, the Ohio Associated Dailies and the Kansas State Association, assisted by the State, whose pioneer efforts we commend. For this purpose we believe that counties are the essential units of organization as a basis for state and national success in promoting advertising.

Such organizations are needed; first, to offer the space of members by groups with one solicitation and one negotiation, instead of many, and, second, to make a study of the problems that arise, in group action, looking to their elimination, so that all possible lessening of details may result.

It seems to your committee that such study might be profitably directed to the attaining of the following ends, for the reasons given. They are intended to be suggestive only and to arouse thought along lines which we believe to be fruitful of possibilities.

1st. Simplification of rates.

Local rate cards have to be suited to local conditions, but for convenience in securing and handling general advertising we can see much in favor of a flat rate, with a minimum of 50 or 100 inches to be used in a year and with an extra charge for composition and for position. In the meantime, all papers should at least have a printed rate card.

2nd. Classification of papers.

There are some newspapers so well established, with such strong pulling power and so dominating their field, that their right to an extra rate for advertising is unquestionable. Then there is the great general class which could constitute a second division. A third could include the decidedly weak and particularly those that do not desire to make public circulation figures or which use ready print, containing advertising taken at a starvation rate. Such classification would enable the advertiser to quickly determine which papers he wished to use, and the prospect of a higher rate would act as an incentive to papers to increase their value and to push up from one class to another.

3rd. Standardization of rates.

If in each class the same rate for the first unit of circulation (say up to 800) with an additional charge for each additional 500 of circulation could be generally accepted for foreign advertising it is clear the work of arranging for advertising with us would be greatly lessened, and we do not believe that costs are so different with different papers to make this impossible, at least in the same sections. It is certainly alluring to think of a scheme that would provide automatically for an increased rate with increased prestige and each reasonable increase in circulation.

4th. The elimination of all question as to circulation.

Let those who give their circulation stand ready to prove it—at the expense of the one who questions it, if correct; if not, at its own expense. Those who do not give their circulation place in the lowest class. Some believe that papers which do not guarantee their circulation should be excluded from the classification, but we believe that any advertisers who do not care about quantity of circulation will not be debarred from readily placing it with them.

5th. The formation, when the time is ripe, of a central bureau as an aid to the local associations and to provide for co-operative action in soliciting, checking, etc.

Your committee, therefore, further recommends that the advertising committee be continued and that it secure from all possible sources by correspondence or conference, if it be thought desirable, any data that may aid in the practical working out of the problems we have outlined and, if possible, a definite program be presented to the association.

In conclusion, your committee wishes to refer to the growing practice of general advertisers and their agents in making unwarranted requests for service to them under the head of co-operation. We believe in the fullest possible real co-operation but feel that advertisers should know that rates now usually existing were not based on the expectancy of giving such aid and do not provide for the attendant expense and that rates must be raised to cover it if it is to be given. We would suggest as one of the most effective methods of co-operation the arousing of the local merchant to the importance to him of giving preference in stocking up to the goods of the manufacturers who will advertise them over his name in his home papers.

Respectfully submitted by the Committee,
E. H. TOMLINSON, New Jersey;
J. FRANK BUCH, Pennsylvania;
F. O. EDGECOMB, Nebraska;
N. T. BLACKWELL, Texas.

Mr. Edgecomb moved the adoption of the report, and that Mr. Tomlinson be continued as chairman of the committee. The motion prevailed.

Mrs. Minnie Moore Willson of Florida, interested in the providing of lands for homes in Florida of the Seminole Indians, was extended the courtesy of the Convention and permitted to say a few words in regard to these unfortunate subjects, in order that they may become self-supporting, as well as civilized Christian citizens. Mrs. Willson was only given a moment for her remarks, saying in part:

"Mr. Chairman: I am proud to come before you. I wish to ask you this one question: Do you know that we have within the bounds of this American continent or ours a little Belgium of our own? Do you know that within a part of the great mysterious Everglades of Florida we have six hundred Seminole Indians who are hungry and helpless? They are full-blooded American. They are a people without a country. Can you not hear in these halls today the heart throbs as they come from the Everglades of Florida?

"Why have the lands of our fathers been taken from us? Now, I will ask of this great body, if you will be good enough to think of these Americans, and I will be glad to have you turn your journalistic searchlight upon these people."

Telegrams and letters of regret were received from Hon. Sam P. Harben, member of the National Executive Committee from Texas, and Hon. Walter Williams, Past President from Missouri, expressing their deep regret at inability to be present at this gathering. A letter of regret was also received from Will E. Beeson of Indiana, unavoidably absent from the Convention on account of sickness.

James S. Clarkson, a former old and honored member of the Association, was also unavoidably absent on account of sickness.

A. O. Bunnell of Danville, New York, Past President of the Association, absent on account of death in his immediate family, sent his regrets.

The Secretary was authorized to express to each of these brethren a fellow feeling of sympathy in behalf of the Association and to make acknowledgment in this public way and by publishing the substance of their telegrams and letters in the official proceedings.

Mrs. George E. Hosmer, Colorado, was next introduced by President Rountree and spoke on "The Future of the Newspaper Woman."

President Rountree next introduced Courtland Smith, President of the American Press Association of New York City, who spoke on "Foreign Advertising," as follows:

Mr. Rountree, Ladies and Gentlemen:

I am pleased to talk to such an association and appreciate the way in which I was introduced, but after all, advertising comes right down to each publisher. Unfortunately the country publishers have never been organized. They have been made the victims of schemes in the past. It is all their own fault and, having studied this proposition for a long time, I have come to that unhappy conclusion.

Publishers of Country Newspapers have the greatest mediums for advertising. Magazines have only one per cent circulation in your territory. Magazine advertising is good to keep before the public, but it does not sell, and does not reach everybody in the territory.

Newspapers gave one thousand columns of news about the Western Union advertising—the magazines gave them no help, and it was a good thing.

There are four things for country newspapers to do before they can get advertising, and if they follow these things out, there is millions in it.

1. Fair rates and stick to them. No one will have anything to do with rate cutters. Publishers will get profitable advertising. Don't be afraid of holding to your rates. A rate card is the best thing to use. If you have it in black and white, you won't go back on it. Don't forget that every agency in the country has demanded from publishers, rate cards. Don't fail to tell the truth about every detail of your business.

2. You must co-operate with your advertisers. Co-operation is a volume in itself.

3. Intensive distribution. When you advertise without distribution, you have absolutely done yourself inestimable harm. In that way the country papers can be great mediums for business.

4. Secure representation. Country publishers must have representation, therefore, the country papers must get together. Somebody must represent the great majority of papers. We represent today 4,300 of them. 4,000 papers in this country we cannot find out the rates of. If we guess at rates, we will over-pay some and under-pay some.

Before I close, I want to tell you one thing; the worst thing that has happened to the country is the ready print system. Some say that the ready print papers are the best and it goes in a great many cases, although in the past six years we have been challenging it every day. They make a rate of two cents an inch per paper. When the advertiser does go into ready prints, he does not get anything for his money.

Last February I attended a meeting of the State Editorial Association of Iowa; several spoke and among them a man from Alaska. Alaska is at the head of the second biggest agency in the country. We have written six times to some papers, but they won't cash a check.

Agencies in Philadelphia take $50,000 a year from publishers.

Business men must be honest with the public. There is only one way to reach the public, and that is through the country papers.

In closing his remarks, Hon. Courtland Smith, President of the American Press Association of New York City, introduced Mr. Ivy Lee of New York, who spoke in part as follows:

Mr. President, Ladies and Gentlemen: I am very glad indeed to have the opportunity to talk to you a few minutes this morning, and to bear witness to the great faith I have in the efficiency of the country paper, as a medium of reaching country opinion. The advertisers would be glad to assure an enormous expenditure for advertising at regular rates, but they feel they will be criticised by the Interstate Commerce Commission. It it for the press of the country to make it clear to the Interstate Commerce Commission that they want to know the true story, and if the readers spend money and spend it frankly so everyone knows what they are doing, they would be doing a legitimate thing.

I want to speak to you especially today concerning a few of the mediums by which public opinion is made in the United States. How is public opinion made in this country. We have a public school which forms a basis of what we know. We find there are three great agencies which are making public opinion in the United States. One is the moving picture show. Ten million people go to moving pictures every day in the United States. Attract people by giving them sensations.

Second, the Chautauqua. 3,500 in the United States. Why are all the speakers radical? We give the people what they want. The people are interested in the sentimental and radical, and the man that will attack something . If you put the president of the steel trust on a chautauqua platform the people wouldn't go to hear him.

Third, the Press. We find opinions almost formed by head-lines given to a story. We would be glad to give business a head in our columns, but people are not interested in active ideas. The great problem is how to interest the American people.

I do not believe that any newspaper should endorse a policy of an advertiser because it is placed in his columns—he should print it in his own way.

I commend these thoughts to your careful consideration.

(Later) Papers are second-class mail. If you can deal through some central bureau, then the checking would be very simple, and there wouldn't be one-tenth of one per cent of the missing numbers. Any number of advertisements could be quickly checked and payments promptly made by the publisher.

A motion was made and seconded that a vote of thanks be given to Hon. Courtland Smith, President of the American Press Association of New York City, and Mr. Ivy Lee of New York City.

Herbert S. Houston, President of the Associated Advertising Clubs of America, was next introduced, his remarks being devoted entirely to "The Associated Advertising Clubs of the World," as follows:

The newspaper is a natural center and source of publicity. It should be the hub of the wheel in the Advertising Club Movement; for the newspaper needs the clubs as much as the clubs need the newspaper. The press stands for progress and righteousness. From the day when John Milton made his fight for the freedom of the press, it has broadly stood not only for its own freedom but for human freedom. Every man here would insist on the general correctness of that statement; but we would all admit, probably, that at times our freedom has become license. Still, in the main, the press has represented progress; it has insisted on its editorial integrity and has sincerely striven to attain truth in its news columns. But by an astonishing contradiction, it has often paid little heed to its advertising columns. It has permitted types from the same font to stand in adjoining columns, in one, standing for truth, in the other, for falsehood. That has been due to a queer, spineless irresponsibility—or rather to a mental laziness that has prevented us from thinking straight. We have accepted responsibility for our editorial and news columns and said that our advertising columns could go hang.

But presently a new breed of publishers arose, men who said that there couldn't be a double standard of morality in the same paper, one standard for the editorial end and another for the business end. Instead there was one absolute standard and the publisher who was honest with himself and the public would strive to follow it. My partner, Walter Page, has a graphic way of describing this single standard policy by saying, "no publication is better than its worst advertisement." To all who held to that view, the Advertising Club Movement came as a mighty ally. It stood for "truth." That was the ing, in circulation, in merchandising, in all business. symbol it adopted for its trademark. Truth in advertis-

Mr. Herbert is to be honorably mentioned for the great service that he has rendered to the new movement through his publication.

If you will come to Philadelphia next week you will find ten thousand men assembled in our great advertising convention, all striving to make truth prevail. You will find newspaper publishers like yourself, magazine, farm paper, trade paper publishers, national advertisers and retail merchants, poster men and direct advertising men—in all sixteen great departmentals of advertising and selling and publishing interests, besides representatives from our hundreds of clubs and all committed to truth in advertising and in business. Is it any wonder that this club movement has come to be the most vital business movement in America? Let me tell you briefly some of the things it has done.

It has been instrumental in bringing about the enactment of advertising laws in 34 states. It has not been satisfied to let these laws remain on the statute books as dead letters. Through sane, intelligent committee work, it has seen to it that the laws were carried into effect all over the country. The value of the sane work of the clubs has been demonstrated.

Now I am aware that some newspapers have gotten the impression that our work is unduly drastic and that it is apt to be repressive. Nothing is further from the truth. We always give a concern against which a complaint is made the benefit of the doubt, assuming that the advertisement found fault with was the result of oversight. In a word, persuasion and education are preliminary, and in nine cases out of ten they accomplish the end desired. Prosecution is only used as a last resort.

Not long ago I was in Fargo, N. D., talking with the editor of the Forum, Mr. Dotson. He told me that the Advertising Club had been of the greatest value to the Fargo newspapers. Irresponsible fakers had been driven from the town. The result was the honest merchants were able to do more advertising, because the people of Fargo had come to have more confidence in advertising, and what happened in Fargo has been happening in cities all over the country. Surely the time has passed when any publisher believes that his interest is served, or that the interest of his community is served by irresponsible, misleading or dishonest advertising. And it does seem a pity that when ninety per cent of advertising at least is honest, that we should allow ten per cent of irresponsible advertising to breed distrust of all advertising.

As you doubtless are aware, we have been carrying on a nation-wide campaign to advertise advertising to the consuming public. President Wilson wrote the first piece of copy for the campaign. This campaign has been appearing in hundreds of newspapers, magazines, trade papers and farm papers and has been doing much to promote the whole cause of advertising by educating the public as to the service and value rendered to it by advertising.

The clubs are undertaking definitely to meet one of the fundamental things in business, viz., the efficiency of the retailer. For years people have been talking about this situation. Instead of doing a lot of talking, we have been trying to do some effective acting. We appointed a committee to work out effective systems for retailers. At our Philadelphia convention we shall announce systems for grocers, for boot and shoe dealers, for druggists, etc. These systems are practical, inexpensive and effective. They will enable the merchant to know just where he stands by giving him a continuous inventory. This will make possible credit at his bank; credit with manufacturers. It will also make possible definite knowledge for himself as to the goods on which he makes profit, and this knowledge will demonstrate beyond all question that advertised goods are the goods that turn quickly and give the merchant his proft.

If time permitted, I could tell you of our work with the Federal Trade Commission in the Post Office Department, toward helping the post office stamp out the "get rich" frauds who are taking millions of dollars from the people of this country. I could tell you of our far-reaching educational work and what we are doing to make better merchants and more efficient publishers and advertising men. The club movement covers the whole field of marketing. It undertakes to interpret the latest methods in selling and advertising and in everything that has to do with distribution. The simple truth is that an advertising club places a city in touch with the whole world of selling and advertising and marketing knowledge. A club is a clearing house of information, giving a community that is so fortunate as to have a live advertising club the best practice and experience of the whole commercial world. The time has come when it is not a question as to whether a city should have an advertising club, but as to how a city can possibly afford to get on without one. You newspaper men would find that a live advertising club would do more to quicken interest, both among your business men and among the consuming public served by your business men in the whole question of advertising. It would help you to get more business and better business. It would make your advertising staff more effective and give to you as publishers the latest and most authoritative knowledge in the whole field of selling. I referred a moment ago to Fargo. That is a city of about 15,000 or 20,000 people, but it has been demonstrated that the advertising club is of great service in the smaller places. For example, Neosha, Missouri, and Nevada, Iowa, have shown that even in the relatively small cities a club is of the greatest service to the newspapers and to the business community.

Let me say a word in closing as to how the advertising clubs have just demonstrated their capacity to serve the country and to serve business. We are just now closing a campaign of patriotic service to the United States. In that campaign, many of the newspapers have borne a conspicuous part. Let me tell you what we have tried to do and what we have done. Our National Defense Committee, of which an able newspaper man, Lafayette Young, Jr., of the Des Moines Capital, is chairman, learned of the patriotic offer of 30,000 engineers to make a careful survey of American industry, so that it might become a basic line of defense, if need should come. This work would have cost the government at least two million dollars if it were paid for—but the engineers were not receiving and not asking a dollar in pay. Our committee asked the President of the United States for the privilege of striking hands with the engineers so that the Associated Clubs, through the power of advertising, might aid in securing effective co-operation for the engineers in the enormous undertaking. We were accorded this privilege and set forth on the task. Our committee asked publishers and poster men, in short, all our advertising interests, if they would contribute space, just as the engineers were contributing their services, in this joint enterprise to serve the country. The response has been remarkable. Over 2,000 newspapers have carried the four pieces of copy prepared under the caption "National Defense and International Peace" and the leading magazines and farm papers and trade journals and religious papers and poster people have joined in furthering the campaign, and the job has been done. The industrial survey, which is of incalculable value both to the government and to business, has been made. The engineers unite in saying that our campaign has been the broadest and most direct service. As Dr. Baekeland, the famous chemical engineer, said to me in New York the other day, through advertising we have "mobilized good will behind the work of the engineers, making it much easier of accomplishment." Clearly, therefore, we have served the engineers and served the Government—but have we served advertising? In the most emphatic and unhesitating way we answer yes—by a hundredfold return for all we have done. Our object, of course, was to serve the country, but as always happens with unselfish service, we have greatly served ourselves. Isn't it of far-reaching value to advertising to have the engineers of the country, men vital in all industry, obtain first hand knowledge of their own as to the power of advertising? And there was need of this knowledge. When we appeared before the twenty-five great engineers, members of the Committee on Industrial Preparedness, to outline our plan, one of them has since told me, they were almost aghast at the mere idea of advertising being permitted to have any part in their scientific and professional work. But they have now seen a demonstration of the power of advertising and henceforth they will have a new and favorable opinion about it. And what is true of the engineers is equally true of the Government. There is not only hearty appreciation in Washington of what we have done but direct proof of the value of advertising in appeal to the public. So when our Defense Committee goes forward with its plan to prepare and file with the government a comprehensive campaign of paid advertising to be undertaken, if need arises for the country's mobilization, it may turn out that what we have been glad to do for the Government will not work to the disadvantage of advertising when something is to be done by the Government. But it needs to be said clearly that our co-operation with the engineers was prompted by a genuine desire to serve the country and to serve business and that the service to ourselves has at all times been considered secondary.

Talk on the Teachers of Journalism

Professor James Melvin Lee, President of the American Association of Teachers of Journalism, New York City talked on "The Teachers of Journalism."

Mr. Lee's Address

A few years ago Theodore A. Cook spoke in London to a gathering of home and overseas journalists on the subject, "The Specialist in Professional Journalism." He described himself as one who had edited an evening paper, The St. James Gazette; who had for some nine years been on the staff of a great morning newspaper, The Daily Telegraph; and who was then editor of a weekly paper, The Field. In his remarks he said: "Let us hope that in this country at any rate we shall never see, as may be seen in the United States, a department in a university specially devoted to the training of the journalist. I can conceive no educational experiment more certainly foredoomed to failure. The only things you can teach a journalist are the things he must learn inside the office of his own newspaper and nowhere else." What has been the success or the failure of these special departments, or schools as they are sometimes called, of journalism? That is the topic on which I wish to speak.

With apologies to the gentlement mentioned in my opening remark, the movement is bound to spread to England. Why? By way of answer let me quote from an address on "What Journaism Wants from the Schools," delivered by Robert Donald before the Institute of Journalists at its education sectional session held at King's College School, Wimbledon: "The difficulty which the beginner finds now, more particularly in London, is to obtain a start. No leading newspaper wants a young journalist, however well educated he may be, unless he has had some practical experience. It is becoming more and more difficult for juniors to obtain suitable grounding in connection with local newspapers. The small country office in which the learner generally takes his plunge provides very little useful knowledge beyond the first steps in the technical side of an intricate profession."

Where, I may ask, if not in a school of journalism, is the beginner to get his technical instruction? What such a school may do was well outlined in an address on "Schools of Journalism" which the late Whitelaw Reid of The New York Tribune delivered in 1872 at the University with which I am connected: "West Point cannot make a soldier; and New York University cannot give us an assurance of an editor. But West Point can give the training, discipline, and special knowledge without which the born soldier would find his best efforts crippled and with which men not born to military greatness may still do valuable service. This University may yet do as much for the embryo Bryants and Greeleys, Weeds and Raymonds, and Ritchies and Hales, who are to transform American journalism into a profession, and emulate the laurels of these earlier leaders, with larger opportunities on a wider stage to more beneficent ends."

The work of schools or departments of journalism in American institutions of higher education is divided, like Gaul, into three parts. One consists of technical instruction; the second is made up of state service work; the third pays attention to research problems. Of these three the greatest is, of course, the instruction. It naturally comes first.

Joseph Pulitzer in outlining a plan for a college of journalism asserted that teachers of journalism should also be experienced editors and expressed a hope that men actively employed might be found who would be willing to devote a few hours a week to instruction in the school he intended to found at Columbia University. Such a method was one of the ways by which he intended to make the technical instruction practical. His suggestions have been followed. The teaching staff of the Pulitzer School at Columbia include such men as Robert E. MacAlarney, formerly city editor of The Evening Mail and now city editor of The New York Tribune, Edwin E. Slosson, the literary editor of The Independent, etc. Teaching journalism at the institution with which I am connected are George T. Hughes, also formerly city editor of The Evening Mail and now city editor of The New York York Globe, Royal J. Davis, literary editor of The New York Evening Post, William C. Roberts, editor of "Topics of the Day" department of The Literary Digest.

To show that the technical instruction is practical, mention may be made briefly of this work at other universities. At the Missouri School of Journalism students were formerly given actual practice on the papers of St. Louis and Kansas City, but now get their practical experience on a local paper, The Missourian. Incidently, this sheet is a general newspaper—not a college publication—issued in a town of 15,000 population in competition with other dailies. M. Max Goodsill, who has charge of the journalism work at Knox College is city editor of The Galesburg Evening Mail. So interested is The Times-Picayune of New Orleans in the journalism courses at Tulane University that this year it offered, as a gift, the services of a staff member for three hours a week, as an instructor. At Boston University, Harry B. Center, the instructor in journalism, is connected with The Boston Post and is able to give his students a chance to cover night assignments on the city staff of that paper.

At the Municipal University of Toledo advanced students in news writing are "required to report to the city editor of The Times one day each week to take such assignments as he may give." At the University of Notre Dame this year, and hereafter, every student must work six weeks—and give entire satisfaction during that period—upon either The South Bend News-Times or The South Bend Tribune.

An editorial in The Springfield Republican on "Education for Journalism" concluded with these words, "Much will depend upon the teachers." It might have gone farther and asserted that about everything depends up the instructors. When the technical instruction is given by a city editor—often in the city room—how could it be more practical?

In the matter of service work the state universities in the West lead the other institutions. At least three are publishing trade papers for local editors. Mention may be made of The Washington Newspaper published by the University of Washington; The Kansas Editor, by the University of Kansas; The Texas Journalist, by the University of Texas. Each paper is mailed without charge to editors located within the state where it is published. A nominal subscription price is asked of other subscribers. The school of journalism has been an ever present help in time of trouble for the country editor in the West. It helps him to put a cost system into the back office of the print shop; it aids him with journalism bulletin dealing with practical newspaper problems; it assists him in the sale and purchase of newspaper properties; it gives him free advice about legal and official notices; it even teaches him in short term courses held in university halls.

The limit in state service work has not yet been reached. At the University of Kansas the department of journalism even helps state papers to get advertising from manufacturers in other states. The University of California has enrolled this year in its correspondence course in journalism five convicts in the state prison in San Quentin. By their state service work ye shall know some of the schools of journalism.

Attention to research is a great activity of other schools. Some of these research problems deal with the form and the typography of the newspaper and take up the size of the page that is easiest to handle, the length of the column line that is easiest to read, the kind of type that is most legible, etc. But the more important research problems are concerned with the news and its influence upon the reading public. There are any number of such problems which may be studied with advantage not only to schools but also to the profession at large. Up to the present writing possibly the University of Wisconsin and the University of Illinois have done the most in the research field.

In closing remarks he said that he wanted to thank Editor B. B. Herbert for the service he had rendered the schools of journalism through the pages of the National Printer-Journalist.

The Convention having reached the closing hour of its session for the forenoon, Mr. Oswald was given the floor for the purpose of outlining the program of entertainment at the close of the afternoon session. A special invitation was extended to the members of the Association to visit The Times plant in a body at the close of the afternoon meeting. The invitation was accepted.

Following other announcements, the meeting adjourned.

Tusday, 2:00 P. M. the Association reassembled pursuant to adjournment. An address was given by William H. Ukers on "Service and Business Press Efficiency."

The next paper on the program was by Hon. Lewis C. Crampton, of Michigan, subject, "The Country Weekly as an Influence."

Mr. A. N. Pomeroy of Chambersburg, Pa., Supt. of State Printing for the State of Pennsylvania, was called upon to say something in regard to the high price and cost of print paper. The following are Mr. Pomeroy's remarks upon this subject:

Mr. President, Ladies and Gentlemen:

I don't know who is responsible for this invitation, but I heard just a few moments ago I was to be called to the platform to present a subject which I think will be interesting to all of you—"The Present Cost of White Paper."

I suppose I am one of the largest individual buyers in the state. The last several months we have been confronting a very serious crisis. I think some discussion of it should be taken up in this meeting. On the lower grade of paper they have not been able to ascertain any legitimate reason for the advance.

I visited a number of mills. In one I found they had $175,000.00 worth of wood (for pulp) in the yards, and $150,000.00 worth in another place. I was told there was no real reason for the advance in price only taking advantage of the conditions. A broker said he had 45,000 tons of paper in rolls going to France, England and Australia. If the war would cease they probably would be found without customers they sold to the foreign trade. I was told that if the war was to end tomorrow in Europe, it would be two years before the paper mills would be in condition to furnish sufficient paper for the papers abroad.

We know the price of news is advancing very much. Contracts for paper are not being renewed. This matter is being considered at Congress at the present time.

It is my belief and my advice to this Convention that some action should be taken to prevent, if possible, the inroads now being made upon the American paper supply, and as my friend Hon. J. H. Zerbey has given this matter considerable thought, I will ask him to come to the platform and continue the consideration of this important subject.

Mr. Zerbey was called for and addressed the Convention as follows:

Mr. President, Ladies and Gentlemen:

Some say a sucker is born every two minutes, some say every five minutes, and I believe the most of them are newspaper men. We seldom work together. We would rather see the other fellow starve just so we get along. The first thing, Mr. President that we newspaper men ought to do is to try to get together more, that is the great trouble with us all. No matter where we come from, we all think our own places are the best. I run a small weekly, but my remarks are mostly to the daily.

Paper is an awful hard thing to get just now. Money talks. I tried to get paper (I am making a truthful statement, not exaggerated), and I wrote to some of the big mills and I must have written about twenty letters, and in the next mail received some glorious responses, saying they would be glad to furnish me the paper. A little later I received the other answers, saying they regretted exceedingly they could not supply me with the paper, but would do what they could just as soon as possible. I commenced to get a little rattled. In had cold feet. To shorten my story, that, with all the money I offered, cash down, there wasn't a single manufacturer who offered to give me paper. I managed to buy from two jobbers. My contract for this year was $2.08, F. O. B., Potsville, Pa. I am one hundred miles north of Philadelphia. I was very glad to get that paper. I have been trying since, written and written, but there is only one of the large paper dealers that has offered to do anything for me, and he offered me paper from a mill that everybody condems—it is worse than blotting paper, but in the meantime I had fallen on to a few friends who helped me out.

I have no contract now, can't get a contract. I am ready to pay any fair price, cash in advance, bank sight-draft, anything at all. As far as the mills, myself and paper are concerned, either the mills are not on earth or I am not on earth.

I wrote all over Pennsylvania asking my friends what they were doing, but they wouln't tell me. At the Philadelphia meeting I put the matter up there. I knew there were agents from several sections. I knew them personally. In the meantime, I had been in touch with smaller wholesalers, and they advised me to buy paper and store it. At the Philadephia meeting, a salesman, George Ward, got up and corroborated my statements. He said that he had $1,000.00 in his pocket and would be willing to wager that paper would be quoted at 2c * * * The Smith Paper Company of Baltimore are quoting the high price. After the April meeting at Philadelphia, I got in touch elsewhere.

I have a son who is trying to drive me out of business He occupies my desk when I am out of town, and when I return, only wants me to look after a few important things.

When I went down to Washington, I thought I would be trated with a cold greeting, but Champ Cliak met me with a glad hand. As a result of my work, without due credit to other people, I think I was the hornet that stirred up the nest. At Washington you will discover a lobby, but the newspaper men are not there, naturally they think, "What is the use bothering with us?" Newspaper men who will not stand together, they all have their own axes to grind, or are seeking offices. If the newspaper men work together they will secure whot is needed. There will be newspapers that will go out of business, if justice isn't given. The paper trust lobby is everywhere. Our Pennsylvania Association spent quite a lot of money last year along these lines.

President Rountree, interrupting the speaker, said he "didn't think the war had all to do with this proposition in raising the price of the paper. The Attorney General had stated that the Department of Justice had no money to make an investigation, but if we could point out where there was a newspaper trust in the United States, he would use the Department of Justice to do the prosecuting, and I said I wouldn't be satisfied with just the fining of this newspaper trust. I am opposed to mere fines, I believe in imprisonment. I am a Democrat, but I am sick of seeing the country robbed, and my friends—nothing short of the penitentiary will stop it. I want to see something done for the people of this country. I will not uphold my Senator or Congressman when they are wrong.

Following the interruption by Pres. Rountree, a motion was made and approved that the President appoint a committee to formulate immediately a resolution to be sent to the Department of Justice, expressive of the sentiment of this Association with regard to the unnatural increase and high cost of print paper. Said motion to contain the names of the President and Secretary as members of said committee. The President named the following gentlemen to serve with those already selected by the Convention:

J. H. Zerbey, Pennsylvania.
H. C. Hotaling, Minn.
A. M. Pomeroy, Pennsylvania.

This motion to name a committee to consider the proposition having cut off further debate on the subject, the Convention again proceeded with the regular program. President Rountree, introducing Dr. A. Gideon, representing the "Simplified Spelling Board of New York City."

Following the reading of Mr. Gideon's paper, J. C. Oswald of New York offered the following motion:,

"That the National Editorial Association in session at New York City, June 19-24, desiring to coöperate with the National Education Association, the Simplified Spelling Board, and other educational organizations, in their efforts to accustom the general public to the use of simplified spellings in print, expresses approval of the "Twelve Words" in use by the National Education Association since 1898, as follows:

tho, altho, thru, thruout, thoro, thoroly, thorofare,
program, prolog, catalog, decalog, pedagog.

Motion prevailed.

The hour having arrived for the Reports of Officers, the Secretary's and Treasurer's reports were read and referred to the Auditing Committee for further consideration and action at another session. There being no further business to come before the meeting at this time, adjournment was taken until the morning session of June 21st.

Wednesday, June 21st, 8:45 A. M.

Convention reassembled as per adjournment. President Rountree presided. The special committee appointed to consider the high price of print paper submitted a report recommending that the following resolution be adopted by this Association, and forwarded to the Department of Justice in Washington, expressive of the sentiment of this organization on the question involved.

Resolved, by the National Editorial Association in convention assembled in New York City, hereby urges the United States Department of Justice, The Federal Trade Commission, and both branches of Congress to immediately and thoroughly investigate and remedy the present high price and scarcity of all paper supplies, and especially the troubles with the white newspaper product.

Without debate the resolution was unanimously adopted, and the committee authorized to transmit the same by wire to the respective departments at Washington.

In connection with this subject the question of funds necessary to aid in the prosecution of the matter, and the maintenance of a paid representative in Washington for the purpose of looking after the newspaper interests was considered.

Various state delegates present pledged amounts as follows—through their representative present.

Iowa	$ 50.00
Missouri	50.00
New Jersey	50.00
Massachusetts	50.00
Minnesota	100.00
Pennsylvania	100.00
Texas	50.00
Colorado	125.00
New York	50.00

Illinois, Arkansas, Kansas, Nebraska, South Dakota, Indiana, Wisconsin, Michigan, Ohio, and Connecticut were all represented in the meeting, but the delegations did not feel justified in pledging their states for any specified amount, promising, however, to do what they could in equaling the several amounts already subscribed by other states.

Following the consideration of this subject it was moved, that the President name an authorized representative from each of the several states not specifically pledging any amount to look after and raise at least $50.00 from each of the respective states named for this fund.

The report of the Memorial Committee, not having been fully completed, the Chairman, B. B. Herbert, was authorized to prepare and to have published in the regular proceedings, the completed report.

The Convention proceeded with its regular program. George W. Wagenseller, being introduced by the President, read his paper on "The Country Weekly, and How to Build Up a Circulation of 5,000 in a County of 16,000 People with Six Competitive Newspapers."

Hon. Adolph S. Ochs, owner of the New York Times, was introduced to the Convention, talking upon the "Facts and Theories Tested by Experiences on Interior and Metropolitan Papers."

Mr. Ochs' paper may be found among others read at the meetings of the Association.

Address by Hon. Josephus Daniels

The Honorable Secretary of Navy, Josephus Daniels was introduced by Pres. Rountree. Preceding Mr. Daniels' remarks, a spontaneous outburst brought forth the enthusiastic singing of "America" by the large delegation present. Mr. Daniels spoke without notes and his address is only partially covered in this report. He called upon the editors of the nation to stand by President Wilson in the Mexican crisis in a speech before the National Editorial Association. Secretary Daniels referred to the President as that "patient, brave man," who is speaking for America as did that "other patient, brave man, President McKinley," when the nation was confronted by war with Spain.

"There is no room for politics in questions touching the honor and the safety of America," said the Secretary. "Politics stop at the shore line. William McKinley was vilified by certain newspapers because he tried to settle the great question confronting the country at that time without resorting to arbitrament of the sword. Political parties were sharply divided. Yet when he sent his message to Congress and asked for an appropriation, as the final act before the war, every Democrat and every Republican gave him his support.

"Today when delicate and difficult conditions confront the republic, and the National Guard is being mobilized in every State; when there are dark clouds on the horizon, among newspaper men of America there is no politics. We are all for American rights. I believe that the great Decatur put into the phrase the opinion of America today when he said 'In its foreign relations may my country always be right. But my country, right or wrong.'

"Europe is writing its history today in blood instead of with ink, and the conditions to the south of us should make us pause and pray that the worst will not come. It is the duty of the newspapers not to print anything that might precipitate the worst conditions.

Power of the Newspaper

"As in the days of McKinley, that patient, brave man, we must today uphold the hands of that other patient, brave man who speaks now for America."

Secretary Daniels said he recognized the peculiarly powerful service editors of newspapers and other publications could render their readers and their country.

"If I were to engage in reminiscences," said Mr. Daniels, "I should refer here to my own newspaper profession. I published a newspaper as big as your two hands when I was 15 years old. Then later I had a hard time to spend the $40 a month which I made as editor of a weekly paper. But we have come now to a time when an editor's compensation is equal to his ability in the field in which he labors. If you will look over the length and breadth of this country you would not have to come to the metropolis to find great editors. I have found them in small villages, lifting the people to great living, therefore strengthening and refreshing the country and the Republic.

"We have lived this year to see our editors come out of the cellar and take seats at the table. When our two great political parties recently assembled in convention at Chicago and St. Louis, each selected an editor as keynoter. These two editors keynoted so well that one of them, Editor Harding, well satisfied the convention. The Republicans, therefore, dispensed with other Chairmen and made the editor the whole thing. Editor Martin H. Glynn, on the other hand, made such a great speech in the Democratic Convention that he received an ovation exceeding any ever accorded either to Mr. Roosevelt or to William Jennings Bryan."

Mr. Daniels then spoke of the opportunities in great cities for editors from country papers. He emphasized that their principles were alike.

Wants All the News

"The first duty of an editor," said Mr. Daniels, "is to print all the news. He has no business to deny his readers reports of everything that touches mankind. I agree with Lyman Abbott that I want no expurgated newspaper. I do not want to take up my morning newspaper and feel that the editor has presumed to give me such news as he thinks is good for me, and cut out the balance. If that were true then the very good editor would cut out all the stories of crime. Or the editor of low ideals (I thank God we are having fewer of them every year!) would treat me to a mess of garbage from the gutters. We must have both sides, for if we read only the good we will think this world is only a heaven. If we have before us only the bad, we think it is all hades.

"Then the complement must be the editorial pages containing what the editor thinks. This is the life of

From left to right—The Retiring, The Incoming, The First President and the Little Daughters of Past President Hosmer of Colorado, and of Vice-President Hotaling of Minnesota.

the paper. I believe that a reader who follows an editorial page devotedly comes to know himself. Then we hear sometimes of the business department and the editorial office as if they were two separate things. But there must be in every newspaper a co-ordinating power so that the business office can never dictate to the editor what the paper shall say."

Country Editors' Chances

Mr. Daniels spoke in detail of the opportunities of the country editor for powerful work in his own community. He said he was sorry for editors of metropolitan dailies for what they lack. He said that they wrote editorials about public men with no personal, intimate knowledge of them, therefore, seeing them from formal, strained viewpoints, whereas the country editor had every opportunity to see his fellow politicians at lunch, at clubs, in church, and at home. However, he believed that this brought to the country editor the responsibility of doing the work that was at his own backdoor, rather than writing viciously about political matters far away from him.

President Lee J. Rountree of the National Editorial Association caught up a large American flag as Secretary Daniels finished speaking, and the audience rose and sang "America."

Newspaper reporters surrounded Secretary Daniels as he left the platform and asked him if the call for more men in the navy indicated that naval reserves were to be summoned for possible duty in relation to the situation in Mexico.

"The call is only for regular men in the navy and at present time does not affect naval reserve organizations," he said. "Nor is there any present intention to call out the Atlantic fleet. But marines will be landed in Mexico whenever there is occasion to protect American citizens."

The committee appointed to revise the Constitution and By-Laws were called on to report, and submitted the following:

NATIONAL EDITORIAL ASSOCIATION

Constitution and By-Laws, 1916

CONSTITUTION

ARTICLE I

The name of this Association shall be the National Editorial Association of America.

ARTICLE II

The object of the Association shall be to elevate the character and advance the interests of the profession of journalism and to promote the welfare of newspaper makers in the United States.

ARTICLE III

The membership of the Association shall consist of three classes—active, honorary and corresponding, whose qualifications, terms of membership, rights and obligations shall be prescribed in the by-laws of the Association.

ARTICLE IV

Section 1. The officers of this Association shall be a President, Vice-President, Secretary, Treasurer, an Executive Committee and a National Council, who shall be elected at the Annual Meeting, and hold office until their successors are elected.

Section 2. The duties of the President and Vice-President shall be such as usually devolve upon said officers. The President, in the case of a vacancy in the office of Secretary or Treasurer, shall have the authority to fill said vacancy by appointment until the next Annual Meeting of the Association. The President shall not be eligible to re-election.

Section 3. The Secretary shall keep the records of the proceedings of each Session of the Association, of the National Council and of the Executive Committee; collect all dues and assessments, paying the same to the Treasurer at stated intervals, as directed by the Executive Committee, and perform such other duties as may be required of him by the Executive Committee, the National Council or the Association. He shall give, subject to the approval of the Executive Committee, an adequate bond for the performance of the duties of his office, the expense of which shall be paid by the Association.

Section 4. The Treasurer shall keep the funds of the Association, and pay therefrom all duly authorized orders drawn by the Secretary and countersigned by the President. He shall give, subject to the approval of the Executive Committee, an adequate bond for the perfomance of the duties of his office, the expense of which shall be paid by the Association.

Section 5. The National Council shall consist of the President, Vice-President, Secretary and Treasurer, all Past Presidents of the Association and one member from each State or District Association represented in this Association, or one member from each State.

Section 6. The Executive Committee shall consist of the President, Vice-President, Secretary, and Treasurer and six other members of the Association.

ARTICLE V

The Annual Meeting shall be held at such place and time as may be selected by the Association, and in the event of the failure of the Association to act, said meeting shall be called by the Executive Committee.

ARTICLE VI

The members of the Association present at any regularly called meeting of the Association shall constitute a quorum.

ARTICLE VII

This Constitution may be altered or amended at any regular meeting of the Association by a two-thirds vote of the members present, provided that notice of such alterations or amendments has been submitted in writing, one day previous to such action.

BY-LAWS

ARTICLE I

Section 1. Any person connected with the Editorial or Business Departments of a newspaper, magazine or periodical, or any professional writer, may become an active member of this Association on written application, approved by the Secretary, and on payment of annual dues of two dollars ($2.00).

Section 2. All active members attending the Annual Meeting of the Association or accepting the favors or entertainment provided at said Annual Meeting shall be required to pay a convention fee of not more than $5.00, as may be determined by the Executive Committee. No person shall be entitled to such favors, courtesies or entertainment unless he or she is an active member of the Association with all membership fees paid; or connected with or representing such active member; or a member of the family over twelve years age, accompanying such active member and who has paid the required convention fee.

Section 3. All Past Presidents of the National Editorial Association and all life members and honorary members of the National Editorial Association shall be active members of this Association for life and shall be entitled to all the privileges of active members upon the payment of current annual dues and, when in attendance upon the Convention, upon the payment of the convention fee.

Section 4. The annual dues shall be payable to the Secretary upon the first day of March of each year, and the convention fee upon the first day of the Convention's Annual Meeting. Within thirty days after the adjournment of the Annual Meeting, the Secretary shall send a statement to all members who are in arrears for annual dues. After diligent effort has been made by the Secretary to collect the annual dues, he shall report the names of all delinquent members to the Executive Committee for their action on or before each annual meeting.

SECTION 5. Eminent Journalists not residing in the United States may be elected by the National Council or the Association to be corresponding members. The number of corresponding members shall at no time exceed fifty. Corresponding members shall be exempt from the payment of dues.

SECTION 6. Any person eminent in the service of journalism may be elected by the Association to honorary membership, but such election shall be for only one year unless renewed by a vote of the Association. Honorary members shall be exempt from the payment of dues.

ARTICLE II

All active members shall be entitled to attend and participate in the Annual Meetings of the Association Each State may be represented by one delegate appointed by the different Associations of the States or Territories, or, if not thus elected, by one delegate, named by the member of the National Council from such State or Territory, and said delegates shall have the power and authority as other active members and shall be required to pay the same dues as active members.

ARTICLE III

The National Council, which shall meet at the call of the President, shall act for the Association when the Association is not in session. Its duties shall include the promotion of the professional spirit among journalists, the collection and publication of information of service or interest, securing the enactment of just legislation and opposing the enactment of unjust legislation directly affecting the Press, the arrangement of programs for the regular meetings of the Association, the organization of Association departments and the appointment of Chairman and Secretary of such departments, and the promotion by all reasonable means of the interests of newspaper-makers in the United States.

ARTICLE IV

The Executive Committee, under the direction of the National Council, shall make arrangements for the Annual Meetings of the Association.

ARTICLE V

The President of the Association, upon the adoption of this Constitution, shall appoint three active members of the Association as an auditing committee. One member of this committee shall be designated to serve one year, one two years, and one three years. At each Annual Meeting thereafter the President of the Association shall appoint one member of the auditing committee to serve three years; and also the President shall fill any vacancy, temporary or permanent, existing in the committee.

ARTICLE VI

The Secretary shall receive for his services four hundred dollars ($400.00) a year and the Treasurer fifty dollars ($50.00) a year, in addition to actual expenses incurred by them in behalf of the Association.

ARTICLE VII

Standing committees shall be appointed by the President on the first day of each Annual Meeting, as follows: On Credentials, seven members; on Resolutions, seven members; on Memorials to Dead, seven members; on Officers' Reports, seven members. All resolutions shall be referred to the Committee on Resolutions without reading, unless otherwise determined by two-thirds vote of the members present.

ARTICLE VIII

The discussion of partisan politics is prohibited at any meeting of the Association. Unless otherwise provided, Roberts' Rules of Order shall govern in matters of parliamentary procedure.

ARTICLE IX

This Association may suspend or expel by a two-thirds vote of all the members present at any regular meeting any member flagrantly violating its rules or guilty of unbecoming conduct.

ARTICLE X

A department shall consist of those members of the Association who are especially interested in the consideration of a particular phase of journalism. Each department shall be administered by a Chairman and Secretary, to be named by the National Council, and such other officers as it shall deem necessary to conduct its affairs. Each department shall hold its Annual Meeting at the time of the Annual Convention of the Association, but may hold special meetings at such other times as may be called, upon its request, by the National Council. Each department shall be limited to two sessions with formal programs at the time of the Annual Convention of the Association.

ARTICLE XI

These By-Laws may be amended by a two-thirds vote of the members present at any regular or special meeting, provided that such amendment shall have been submitted in writing one day previous to such action.

The report was received and accepted, and authorized printed in the proceedings of this Convention. Signed by the following committee:

DIETRICK LAMADE,
J. C. BRIMBLECOM,
W. J. SKIDMAN,
G. W. HUGHES,
GEO. SCHLOSSER,
A. B. BRAGDON, Jr.,
J. BYRON CAIN.

Following the adoption of the Constitution and By-Laws, the committee offered the following resolution:

Resolved, That the Executive Committee be and is hereby requested to consider and report at the next Annual Meeting of the Association upon the advisability of adopting an amendment to Article 6 of the By-Laws, regulating the salaries and expenses of the Secretary and Treasurer.

Resolution was adopted without debate.

The committee appointed to audit the books of the Secretary and Treasurer submitted the following report:

To the Members of the National Editorial Association:

Your Committee appointed to audit the books of the Secretary and Treasurer of this Association, beg leave to submit the following report, after having thoroughly examined into the affairs of the Association during the past year.

Receipts

Balance on hand, August 1st, 1915	$ 4.06
Receipts during 1914	1,676.16
Total	$1,680.22

Disbursements

Disbursements as per vouchers audited and checked	$1,815.31
Overdrawn and due Treasurer, 1914	135.09

Receipts for 1916

Receipts to June 21st, 1916	$1,266.00

Disbursements

Overdraft of 1915	$135.09
Expense of 1916 Convention	748.75
Total	$919.87
Leaving a balance on hand June 21st, 1916	$346.13

Respectfully submitted,

GEO. B. DOLLIVER,
EDGAR A. HIGGINS,
A. B. BRAGDON, Jr.

On motion the Auditing Committee's report of the Secretary and Treasurer was adopted.

The hour having arrived for the Special order of business, the election of officers, the President called for nominations for the office of President of the Association for the year 1916. Geo. E. Hosmer of Colorado placed in nomination Hon. E. H. Tomlinson of Morristown, New Jersey for President. There being no further nominations, Edgar A. Higgins of New York moved the suspension of the rules and that the Secretary be authorized to cast the vote of this Association for Mr. Tomlinson as President.

W. H. Mayes of Texas placed in nomination as Vice-President, Hon. Joe Mitchell Chapple of Boston.

Dietrick Lamade of Pennsylvania placed in nomination H. C. Hotaling of Minnesota, for Vice-President.

There were other nominations made for Vice-President, but all withdrew leaving Messrs. Chapple and Hotaling as the only two candidates.

Upon the vote being spread Mr. Hotaling receiving a majority, he was declared elected, and later made the unanimous choice of the Association.

Homer Harwood of Michigan placed in nomination George Schlosser for the office of Secretary. There being no further nominations, Mr. Scott of Colorado moved the suspension of the rules, and the election of Mr. Schlosser by acclamation.

J. Byron Cain of Kansas and A. B. Bragdon of Michigan were placed in nomination for Treasurer.

On roll call J. B. Cain having received a majority of votes cast, was declared the choice of the Convenion for the office of Treasurer.

The following gentlemen were unanimously chosen as members of the National Executive Committee:

Homer Harwood, Warren, Michigan;
G. L. Caswell, Denison, Iowa;
Frank H. Gannett, Elmira, N. Y.;
Edward Albright, Gallatin, Texas;
Dietrick Lamade, Williamsport, Pa.

Invitations were received from the following cities for the 1917 meeting:

Chicago, Ill.;
Portland, Ore.;
Baltimore, Md.;
New Haven, Conn;
Columbus, Ohio;
St. Louis, Mo.;
Boston, Mass;
San Francisco, Cal.

These invitations were all presented by wire and letter.

H. C. Hotaling of Minneapolis presented the name of Minneapolis as the place for holding the 1917 Convention of the Association., recounting the claims of the city and the liberal arrangements that were being made for the enjoyment and instructive entertainment of the members.

It was moved by J. C. Scott of Colorado that Minneapolis be chosen for the 1917 Convention, he arguing for Minnesota and a central location for the Convention.

Past President B. B. Herbert of Chicago seconded the motion, stating that, while in attendance on the Golden Jubilee Convention of the Minnesota Editorial Convention at Minneapolis last February, he found not only Minneapolis but representatives from all parts of the state, united in the desire for the next Convention of the Association, and that his old city of Red Wing enthusiastically joined in a desire for a second visit by the members of the Association. The motion was put and Minneapolis was chosen as the Convention City for 1917 by a unanimous vote.

J. E. Junkin, Past President of the National Editorial Association from the State of Florida, asked as a special privilege that he be permitted to present Miami, Florida, as the place for holding the 1918 meeting. After Mr. Junkins' presentation, it was moved that Miami be favorably recommended to the Executive Committee, as the Convention City for 1918.

The President was authorized to name a National Council consisting of one representative member of this body from the various States, or District Associations represented in this organization in compliance with Section 5 of the Constitution.

The President was also requested to name a committee upon the question, at some time in the future, of providing a home for old and retired newspaper men and women, who may be members of this organization. Said Committee to consider the various suggestions that have been made along this line, and to report progress at the 1917 meeting.

The regular business of the Association having been concluded, it was moved that the Convention stand adjourned. It was understood, however, that the President be authorized to receive the report of the Committee on Resolutions and to call an executive session, members of the Executive Committee, at any time during the itinerary which followed the closing of the 1916 program.

Report of the Committee on Resolutions

Whereas, The 31st Annual Convention of the National Editorial Association, held in New York City at the Hotel McAlpin from June 19th to 24th, 1916, has proved to be one of the most interesting, instructive and educational Conventions ever held in the history of the Association, by reason of the excellence and variety of the papers read and the addresses delivered, together with the social and fraternal features; and

Whereas, We are especially under deep obligations to President Lee J. Rountree and Secretary George Schlosser and the other officials and committees who contributed to the exceptional success of this Convention; and

Whereas, We are especially under deep obligations to Mr. John Clyde Oswald, editor of the American Printer, and New York member of the Executive Committee, for the splendid character, kind and variety of the local entertainment planned and executed under his able, thoughtful and courteous direction;

Therefore, We report the following:

We wish to thank the management of the Hotel McAlpin for the highly satisfactory service furnished the Association for the enjoyment and comfort of its individual members and for the fine accommodations for the holding of the sessions of the Convention. We hereby make grateful acknowledgement of our appreciation of the excellence and attractiveness of the Hotel McAlphin as a convention headquarters.

We wish to thank the management of the New York Times for the invitation to visit and inspect its great newspaper plant and for the courtesy and attention shown the members of our Association while inspecting the plant of this, the model newspaper of the country.

One of the interesting and instructing experiences of the members of the Convention was the visit to the Pulitzer School of Journalism at Columbia University. This is one of the leading institutions of its kind in this country and it is doing a grand work for the advancement of the cause of journalism. This institution, under the able management of Dr. Talcott Williams, is already achieving the ideals of its able and generous founder, the late Joseph Pulitzer.

The visit to the Country Life Press on Long Island to inspect the book and magazine publishing plant and enjoy the hospitality of Doubleday, Page & Company, was one of the most pleasant features of the Convention. We wish to extend our sincere thanks to the Company, for the many courtesies extended on that occasion and especially for the flowers sent the lady members at the New York headquarters and for the souvenir edition of the "World's Work." Also the valued book: "They Shall Not Pass," by Frank H. Simonds, war correspondent of the New York Tribune.

This Association wishes to express its gratitude to the Intertype Corporation for presenting, with its compliments, each registered member with a handsome silk badge appropriately lettered and ornamented with a miniature of the Statue of Liberty.

The trip to Long Beach on Wednesday as the guests of the Long Island Railroad Company and the Long Island Press Association, together with luncheon at the Hotel Nassau and the theatre party at the Gaiety Theatre in the evening were delightful entertainment features of the Convention.

The sight-seeing trip around Manhattan Island, and the fire drill, the treat of the city; the visit to the Brooklyn Navy Yard; and the visit to and inspection of the factory of the Mergenthaler Linotype Company on Thursday was one of the most enjoyable and pleasurable days of the session and we are greatly indebted to the Mergenthaler Company for the fine luncheon served and for other courtesies, not forgetting the trip to Coney Island and the handsome souvenirs.

No event of the entire week was more appreciated by the Association than on Friday, when as guests of the Long Branch Chamber of Commerce, it spent the day in New Jersey. The entertainment included a steamer trip from New York, an auto ride through its splendid residence district, an opportunity to bathe in the surf at Long Branch and a delightful shore dinner. Long Branch has firmly established itself in the memories of the N. E. A. as a place of beauty and its people as royal entertainers.

The pleasures of Saturday were made doubly enjoyable through the kind hospitality of the American Typefounders Company of Jersey City, who not only accorded us access to their wonderful manufacturing plant, but served a most dainty luncheon, as well as presenting the members of the Association with souvenirs appropriate to the place and occasion. We especially wish to commend the work of the Company in accumulating and preserving for future generations the rare collection of old and historic printings, indicating the progress in the art. This collection of books, papers, etc. is of inestimable value and indicates forethought for the future, a vision far and beyond that of mercenary motives.

The Mayor of New York, John Purroy Mitchell, favored us with a gracious address of welcome and placed at our disposal the freedom of the greater city, for which we wish to express our grateful appreciation.

We wish to especially thank the New York Press Club for its fraternal greeting and countless courtesies and we wish to also express our gratitude and appreciation to the newspapers of the city for the generous and excellent reports, from day to day, of the Convention. Take it all in all, New York City proved to be the ideal place to hold our Convention and all the members of this Association, who were fortunate enough to attend, will carry home with them many cherished memories of the Convention of 1916.

Our especial thanks are due the Board of Trade Bureau of Niagara Falls for their splendid entertainment, and to the Mauch Chunk Railroad for a delightful ride on America's first railway, and the view from Pisgah's Heights.

The climax of the wonderful 1916 Convention was certainly reached in the entertainment provided by the Boston Convention Bureau in a breakfast of baked beans, brown bread and codfish balls, at the famous Copley-Plaza Hotel; and our thanks are due the American Type Founders Company of Boston for the Sunday evening supper, where the spirit of true New England hospitality prevailed.

Here we experienced the hospitality of the Lanston Monotype Company of Philadelphia, whose generosity in providing luncheon and an automobile trip to Concord and Lexington made the occasion one of peculiarly pleasant memory. The better we know the Monotype and its people, the better we like and appreciate them. The pleasant profit of a day well and happily spent, we acknowledge and thank them for.

Good-byes were said at the Copley-Plaza, after a Convention and excursion that will be notable in the annals of the National Editorial Association.

The following resolution was offered by a specially appointed committee from among the delegation accepting the hospitality of Boston and unanimously adopted:

Inasmuch as the patriotic, liberty-loving, contingent of the National Editorial Association have visited ancient and modern Boston and the world's renowned pathway to liberty made famous by the lonesome rider, Paul Revere, to Lexington and Concord, be it

Resolved, That we deeply appreciate the puritan patriotism and neighborly welcome of the Committee on Arrangements, Messrs. Thos. Leavitt, Wm. T. Smith, and Chapelle Bros.; be it

Resolved further, That we especially declare our appreciation to Messrs. Chappelle Bros. for their invitation to their splendid printing plant and their gift of "heart-throbs," real and written, which beats in unison with the sentiment and feeling of our own hearts.

In conclusion, let us declare our love for Boston, its people, and its historic features. May our visit here be a regenerating force in our future life, by the remembrance of the trials and tribulations of our fore-fathers and that our greatness in all that makes our country the best in the world is born of their glorious patriotism and heroic deeds.

BUCK BRAGDON,
GEORGE SCHLOSSER,
FREDERICK DUNHAM,

MEMORIALS

HOW mysterious and wonderful is life! It is the great mystery of all the ages that has no solution except in that natural event in nature's undeviating course, death, and when death is swallowed up in victory, there is naught to explain the mystery of the union that had existed between the mortal body and the life that had passed away. We only have the life that has been lived with all its friendships, love, work, and accomplishments; its sorrows and its joys, and then the placid smile that lights up the face of the deceased, to tell us, that the life has been worth the living and that there has been naught in the parting of the life from the body that has caused aught but peace and composure that left a smile to be looked upon as a comfort to those who still live.

A few short months ago, we stood by the casket that contained the form of a friend. Only a few days previously we had met him in his office. He was full of life, and animated with the concerns that endeared him to all who knew him. He was one who had lived and labored for his fellow man. Seemingly no change had come in death, except that the eyes were closed and a permanent smile wreathed the face. It seemed that, at any moment, he might awaken, to look into our face, again to speak words of interest, sympathy and action. No bodily function seemed lacking. It was said that, in his zeal to accomplish well and fully the tasks that had come to him, he had overworked his brain and the walls of a little blood vessel had parted—given away under the strain—and three hours later he was dead. He had written his last message to his fellow men. He had read the proof for the last time. The volume of his life was completed for the perusal of all who would read.

In like manner, many who have mingled with us in our work, our fellowship and enjoyments, have finished, during the past year, the whole volume of the lives. It is well that we remember, and look forward to the finishing of like worthy volumes, revising and improving, if we may, and wait for a reunion in a life that will be more enduring.

To us today come most appropriately the lines, that are found in a book, the "History of the Texas Press Association," by one who has himself passed away during the year, and that were presented by Honorable Clarence N. Ousley in a tribute to Harry Lee Marriner, "Staff Poet" of the Dallas (Texas) News:

"I cannot say, and I will not say
That they are dead; they are just away.
With a cheery smile and a wave of the hand,
They have wandered into an unknown land,
And left us dreaming how very fair
It must be since they linger there.
And you, O you, who the wildest yearn
For the old-time step and the glad return—
Think of them faring on as dear
In the love of there as the love of here.
Think of them still as the same, I say:
They are not dead; they are just away."

Past President F. B. Baillio

Among the first to complete the volume of his life, since our last Convention, was Past President F. B. Baillio, who presided at the Sixteenth Convention of this Association, held at Buffalo, N. Y., in 1901. He died at his home in Cleburne, Texas, August 25, 1915, after an illness of several months and lacking just five days of a year after the death of his wife, who had been most dear and helpful to him, and to whom he gave credit for his education and efforts in the field of newspaper making.

Ferdinand B. Baillio was the son of Judge Gervais Baillio, a descendent of one of the original French Settlers of Louisiana. His mother, whose maiden name was Rebecca Leonard, was of Massachusetts parentage, of old Pilgrim stock, so that the blood of Cavelier and Puritan mingled in his veins. He entered the army at sixteen years of age, and served in Captain Joseph A. Benjamin's Company.

In 1867 he moved to Texas and became a tiller of the soil; a farm hand, a cotton gin hand, a school teacher, a farmer, a commercial tourist, a merchant, a cowboy, and then an editor.

Feeling the lack of an education of which the war had deprived him, he studied nights. Encouraged and stimulated by his noble wife, he "burned the midnight oil," and in 1889, he became a newspaper man, buying a half interest in the Alvardo (Texas) Bulletin. In 1892 he became half owner and editor of the Jackson County Review, of which paper he was editor at the time of his election to the Persidency of the National Editorial Association in 1896. His fidelity to and work for the Texas Press Association endeared him to the entire membership.

In 1915 he completed a history of the Texas Press Association, which was published, together with a sketch of his life after his decease.

The work is a worthy review of the doings of the Texas Press and is highly prized among the members and may be read with profit and interest by all newspaper men. The opening chapters on "Legal Printing," "The Libel Law," "Lest We Forget," "Print Paper," and "The Duties of an Editor" are of interest to all and reveal the author's view of his calling and its obligations.

As showing his life and character, the author of the brief sketch of his life given in this volume, reproduces the following, from a card which Mr. Baillio had printed and handed to those he knew in business or socially as his daily prayer:

"May I be brave today,
And may I be kind and true,
And greet all men in a gracious way
And put good cheer in the things I say;
And love in the deeds I do.
May the honest heart of a child be mine,
And the grace of a rose in bloom.
May I fill the day with hope divine,
And turn my eyes to the sky's glad shine
With never a cloud of gloom.
With the golden levers of love and light,
Through a path by kindly deeds made bright,
When I come to the hush of the starless night,
May I rest in peace."

In closing the tenth chapter of his book entitled, "The Duty of the Editor," Mr. Baillio wrote:

"The editor must bring thought into his work; he must remember that thought rules the world; that, as has been said, 'nothing but a newspaper can drop the same thought into a thousand minds at the same moment.' The editor has in his hands a great and wonderful power, if he would only realize it, a power beyond any in our civilization if he would use it as it should be used. Who can compute it? De Tocqueville said of newspapers: 'To suppose that they only serve to protect freedom is to diminish their importance; they maintain civilization.' "

(**Note:** The remainder of the report of the Memorial Committee will appear in the pamphlet of Convention proceedings.)

THEM WAS HAPPY DAYS

Earl H. Emmons

Well, here I am back home again and gee whiz, what a mess,
It's goin' to take a month to get things straightened out, I guess;
But say, it sure was worth the price; I haven't one regret
Except I sort o' wish some how it wasn't ended yet.
I wonder if the lights still shine along the Great White Way
Where good old John Clyde Oswald lives, and how is he today?
And out in Garden City are the flowers still so fair?
I wonder how Long Island is and all the good bunch there.
Then there's the Jersey crowd, they surely were a lively crew;
That Coney Island trip was great and Jersey City, too.
I wonder how George Hosmer is and Rountree, dear old Lee,
And Hotaling and Chapple—wonder if they think of me:
And Father Herbert, grand old man, the daddy of the clique;
Dog-gone it: when I start to think I just can't work a lick.
But if I live a hundred years I'll not forget a day
The Thirty-first Convention of the dear old N. E. A.

L' Envoi

And now we've got a year's hard work, but after that, I ween
We'll all meet up in Minneapolis in Seventeen.

* * *

MEMBERS IN ATTENDANCE

Alaska—Will A. Steel, Daily Alaskan, Cordova.

Australia—W. G. Conley, Morning Herald, Sydney.

Arkansas—Frank N. Henderson, Courier, England; Edwin C. Funk, Democrat, Rogers; Mrs. Edwin C. Funk; A. E. Owens, Democrat, Rogers; Mrs. A. E. Owens.

Connecticut—H. B. Hale and daughter, Gazette, East Hartford; F. F. Hartilage, Intertype, 211 Campbell Ave., West Haven; I. H. Alvord, Gazette, 25 Washington Terrace, Bridgeport; E. J. Brown, Waterbury.

Colorado—Geo. E. Hosmer, wife and daughter Denver; F. M. Tipton, Trinidad; J. C. Scott, Daily Advocate, Sterling.

Florida—Mrs. H. O. Houghton, Journal, Pensacola.

Illinois—L. B. Frazier, wife and daughter, News, Aurora; P. N. Mason, Plaindealer, Buda; Mrs. Chas. Lederer, Free Lance, 909 42nd Place, Chicago; G. W. Hughes and wife, Register, Clinton; Miss Eliza Hughes, Register, Clinton; W. R. Barnes, Book Publisher, 323 S. Wabash Ave., Chicago; E. E. Williamson, Press Griggsville; A. H. Anderson and wife,, Independent-Times, Streator; Neta and Muriel Murphy, Chronicle, 401 W. Vine St., Taylorsville, Jennie Woodal, Journal, 213 W. Franklin, Taylorsville; Fred N. Dunham, Press Club, Chicago; C. D. Montgomery, Intertype, Old Colony Bldg., Chicago; D. B. Clarkson, Publisher, 624 S. Wabash Ave., Chicago; B. B. Herbert, National Printer-Journalist, Chicago.

Indiana—Charlotte Woodering, Journal, Peru; Maude Parkhurst, Journal, 170 E. Main Peru; J. C. Lochner and wife, Bee, Auburn.

Iowa—A. B. Robinson, Page Co. Democrat, Clarinda; G. L. Caswell and wife, Bulletin, Denison; Chas. A. Duxsee, Express, Monticello; R. R. Ripley and wife, Advertiser, Tipton, Orville Elder, Journal, Washington; Mae W. Hamilton, Pilot-Tribune, Storm Lake; Ella P. Smith, Clinton.

Kansas—J. Byron Cain and wife, News, Belle Plaine; B. F. Speer and wife, News, Belle Plaine; J. W. Sowers, Ruth Sowers and Mary Nash, The Woodlands, Spring Hill; Nan Smith, Daily Kansan, Newton.

Massachusetts—Joe Mitchell Chapple and wife, National Magazine, Boston; Wm. H. Hills, The Writer, 88 Broad St., Boston; Thos. Leavitt and wife Beach, Dorchester; M. K. Jones, Boston Courier, Dorchester; Isaac M. Marshall, Cricket, Manchester; J. C. Brimblecom, Graphic, Newton; Earnest H. Pierce and wife, Journal, Revere; J. S. Smith, Standard, Rockland; Mrs. W. H. Hills, Daily Globe, Somerville; Herbert E. Emerson, Sun and Visitor, Winthrop; Joe B. Hosmer, The Woman's Journal, Boston; Wm. J. Heffernan, Leader, 16 Mechanic St., Spencer; J. Alex Lodge, North Shore Breeze, Manchester.

Michigan—C. J. Kirby and wife, Monroe Record, 1054 Front St., Detroit; Homer Harwood and wife, Watchman, Warren; Mrs. A. E. Bartlett, The Journal, 318 Hogarth Ave., Detroit; A. B. Bragdon and wife, Record-Commercial, Monroe; Wm. P. Nisbitt, Bulletin, Big Rapids, L. C. Cramton, The Clarion, Lapeer; Geo. P. Dolliver and wife The Moon, Battle Creek; A. L. Miller and wife, The Enquirer, Battle Creek; F. R. Moses, Chronicle, Marshall.

Minnesota—H. C. Hotaling, wife and daughter, Enterprise, Mapleton; Theo. Christianson and wife, Sentinel, Dawson; Irving Todd, Jr., and wife, Gazette, Hastings; A. L. King and wife, Skordemannen, 2625 Chicago Ave., Minneapolis; J. C. Morrison and wife, Tribune, Morris; Ludwig I. Roe, News, Northfield; J. M. Freeman and wife. Olivia; W. R. Hodges, Herald-Dispatch, Sleepy Eye; O. J. Rae, wife and daughter, Herald, Tracy; Emil Leicht, wife and daughter, Herald, Winona; W. T. Johnson and wife, "Johnsonized," 50 E. Third St., St. Paul; E. Borgendale and wife, Dawson.

Mississippi—J. A. Richardson, The Sunflower Tocsin, Indianola.

Missouri—Ella Pearl Smith, The Eye, Clinton; W. L. Robertson, Democrat, Gallatin; L. M. White, The Ledgre, Mexico; W. J. Skidmore, wife and son, News, Skidmore; Mrs. R. A. Skidmore and Miss Sweel, News, Skidmore.

Nebraska—Mrs. A. L. Xanders, League American Penwomen, Columbus; F. O. Edgecomb and wife, Signal, Geneva; F. O. Edgecomb, Jr., and sister, Signal, Geneva.

New Hamshire—Geo. J. Foster, Daily Democrat, Dover.

New Jersey—E. H. Tomlinson and wife, Daily Record, Morriston; Neilson Rutgers, Publishers' Guide, Fanwood; Louis Hancock, Sunday Call, Newark; Francis Leon Chrisman, Verona; Allen S. Page, Sussex Register, Newton; E. J. Cahill, Times, Boonton.

New York—A. J. Allen, Jefferson Co. Journal, Adams; J. G. Simpson, Orleans American-News, Albion; Frank A. Crumb, Alfred Sun, Alfred; Chas. H. Betts, Republican, Lyons; Edgar A. Higgins, Elmira Advertiser, Avoca; K. N. Pepper, Hollow Bazoo, Babcock Hollow; C. G. Grose and daughters, Daily Journal, Ballaston Spa; Chester C. Platt, Times, Batavia; G. A. Willard and wife, Herald, Boonville; E. W. Addis, Standard, Brewster; H. Spencer, Eagle, Brooklyn; Chas. C. Overton and wife, Brooklyn Journal, Coney Island; C. N. Skelton, The Courant, Canastota; J. F. Denison, American, Chenango; H. B. Sykes, Courier, Clinton; F. E. Gannett and sister, and Star-Gazette, Elmira; A. P. Bradt, The Observer, Fulton; Mrs. W. H. Greenhow, Tribune-Times, Hornell; T. P. House, Review, Interlaken; J. E. Klock, Freeman, Kington; John E. DuBois, Union-Gazette, Newark; W. W. Davies, New York City; Miss Virginia Scott, Daily Alaskan, New York; Mrs. H. Craig Dare, Newspaperdom, New York; Chas. H. Walden, Jr., Printing, New York; C. W. Buck, Publishers' Guide, New York; W. A. Smyth, Times, Oswego; M. R. Alexander, Printing, New York; D. C. Ayres, Yates Co. Chronicle, Pennyan; R. W. Kellogg, Seneca Co Press, Seneca Falls; Edward S. White, Reporter, Walton; Hiram Tate, Advertiser, Warwick; G. F. Ketchum, Dispatch, Warwick; E. Vair, Seneca Co. News, Waterloo; F. C. Branday, Reporter, Whitney's Point; Walter C. Hale, American Printer, 334 W. 38th St., New York; Charles W. McMoran, Newspaper Correspondent, 21 Spruce St., New York; D. N. Callander, Evening Telegram, 12 First St., Malone; F. E. Dowe, (Special) 1615 Boston Road, Bronx, New York; Robert L. Forks, Paragraph, 235 Main St., New Rochelle; C. K. Wemer, Western Newspaper Union, 239 W. 39th St., New York; J. F. Denison and wife, American, Chenango St., Greene; John Crowley, Evening Times, Little Falls; Burton G. Smith, Intertype Co., 1006 World Bldg., New York; Wm. J. Kline, Evening Recorder, Amsterdam; Henry Stowell, Reville, Seneca Falls; J. C. Peck, Republican, Cazenovia; A. E. McCall, Plaindealer, Bath; J. Clyde Oswald, American Printer, 334 W. 38th St., New York; Gardner Kline, Recorder, Amsterdam; Frank J. Arkins, Editor Publishers' Guide, New York; J. M. Quinn, Western Newspaper Union. New York; D. W. Murray, The Wave, Rockaway Beach; Harry Hall, Recorder, Catskill; L. N. Hornstein, Linotype Bulletin, Tribune Building, New York.

North Carolina—H. A. London and wife, Chatham Record, Pittsboro; W. B. Harker, Scottish Chief, Maxton; Wm. G. Hommer, Courier, Ashboro.

North Dakota—M. L. Ayres and wife, Press, Dickinson.

Ohio—C. C. Fowler, Dispatch, Canfield; Felix J. Koch, Writer, 325 Hearne Ave., Cincinnati; W. S. Edson, 1279 W. 3rd St., Cleveland; Clara Amos, Daily News, Sidney; Horace Holbrook and wife, Reserve-Democrat, Warren; Zell Hart Deming, Daily Tribune, Warren; M. J. Callahan, Gazette, 123 Uclid Ave., Bellevue; E. S. Wilson, State Journal, 1043 Franklin Ave., Columbus.

Pennsylvania—S. J. Humphreys and wife, News, Bolivar; Fred Newell, Sentinel, Canton; Fred Newell, Jr., Sentinel, Canton; E. S. Moser and wife, Independent, Collegeville, Jas. M. Laird and wife, Argus, Greensburg; J. H. Trescher, Dispatch, Jeannette; Chas. C. Hadley, News and Advertiser, Kennett Square; H. H. Wray, Advance, Leechburg; Walter Fosnot, Sentinel, Lewistown; J. Frank Buch, wife and daughter, Record, Lititz; W. A. Ensminger, Sentinel, Manheim; Geo. W. Wagenseller, Post, Middleburg, Chas. W. Baum, Central News, Perkasie; J. H. Zerbey and daughters, Daily Republican, Pottsville; G. Clark Fleming and son, The News, Shippensburg; J. S. Foster and wife, Daily Inter-Borough Press, Spring City; A. N. Pomeroy and wife, Respository, Chambersburg; Dietrick Lamade and wife, Grit, Williamsport; Jas. H. Smyth, Lanston Monotype Machine Co., Philadelphia; W. L. Binder, News, Pottstown; Geo. L. Anderson, Herald, Avondale; W. F. Goettler, Independent, Souderton; Mrs. Geo. R. Fleming, Williamsport; James Mossinger and wife, Express, Monheim.

Rhode Island—Walter B. Frost, The Manufacturing Jeweler, Providence.

South Dakota—Dean C. Trippler, Herald, Canova; Fred C. Kirch, Pioneer, Wood; Geo. Schlosser, Secretary, Sioux Falls; W. A. Krause, wife and son, Enterprise, Flandreau; F. M. Mills, On the Cars; Sioux Falls; Anna J. Dickinson, Official Reporter, 628 S. Second Ave., Sioux Falls.

Tennessee—John C. Rogers and wife State Gazette, Dyersburg; Edward Albright, The News, Gallatin; Walter F. Brown, The New Gallatin.

Texas—Mrs. Pearl C. Jackson, San Antonio Express, Austin; Will H. Mayes, School of Journalism, Austin; W. S. Spotts and wife, Favorite, Bonham; Lee J. Rountree and wife, Commercial, Georgetown; Reese Wilson, Publisher, 31 W. Craig, San Antonio; Miss Decca Lamar West, Tribune, Waco; W. A. Johnson and wife, Herald, Memphis; N. T. Blackwell, Dallas.

Washington—H. W. Patton, Washingtonian, Hoquiam.

West Virginia—S. C. Shaw, Echo, Moundsville.

Wisconsin—Cassius L. Coward, Enterprise, Lodi.

District of Columbia—Mrs. L. Chalmers, Correspondent, 1012 13th St., Washington.

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N. E. A. DELEGATES SEE THE TIMES IN THE MAKING

Hardly had the delegates to the National Editorial Association Convention in New York City had time to register and unpack their holiday raiment than they were off to the big newspaper plant of the New York Times at 43rd Street just west of Seventh Avenue.

In groups, and under expert guides, they were taken through the building from top to bottom, and saw everything there was to see from the wire room to the shipping platform.

At the fourth floor they reached the composing room, occupying the whole 90 feet width of the building, and reaching out 150 feet towards Broadway, that "Great White Way," whose news it absorbs and turns into type with such avidity.

Naturally the interest of the delegates centered in the big battery of five Model 9 four-magazine Linotypes, which handle the bulk of the paper's advertising, there being forty-five other Linotypes to handle the various other elements of the make-up.

In order that the delegates might have some souvenir of their visit this section of the plant was interestingly dealt with in a 12-page booklet fully illustrated and showing specimens of the work produced on the Linotypes.

Many interesting facts are given about the Times, some of which are that the Times consumes 2,000 pounds of ink and 100 tons of paper each day; that it employs 175 members of the New York Typographical Union No. 6, and that 50 fast and smoothly working Linotypes are used in producing the daily issues of this paper. On the back cover is shown a diagram of its well planned composing room.

This little publication has proved so popular that an additional limited number has been printed up for circulation among those who may be interested. While the supply lasts copies can be obtained by writing the Mergenthaler Linotype Company at New York, or any one of its agencies—Chicago, San Francisco, New Orleans, or Canadian Linotype Limited, Toronto.

THE NATIONAL EDITORIAL ASSOCIATION

The Story in Outline

By A. O. Bunnell, Tenth President.

It is with a sense of detachment since the years of my active connection with the Association closed, that I respond to the request of President Rountree to present a historical address. My apology, if any excuse were needed in justification of acceptance, lies in the fact that I hold a continuing interest in the newspaper profession in which I have passed more than half a century of the best years of my life. And we must insist and demonstrate that it is a profession in the highest sense of the term. "A Historical Address" is too pretentious a title for my simple consideration of the story of the Association in outline.

Lucretius, the celebrated Roman philosopher poet of the far days before the Christian era, declared , "Even as our past was shall our future be." We cannot reject the past if we would. It is a part of us and travels with us wherever we go., How true this is we each have proof in our own personal experience, that our yesterdays are rulers of our todays and architects of our tomorrows. Memory and prophecy are their burden. They are dreams in which our past and future pass before us. As with individuals, so with organizations. Fortunate those who have a richly endowed beginning like that of the National Editorial Association, the plans, purposes and accomplishments of which I briefly outline:

Among the first objects proposed by the far-seeing founder of the Association, Father Benjamin B. Herbert, was that of more intimate acquaintance and the cultivating of friendships among the members of the American Press, one with the other and of securing closer, personal knowledge of all the different sections of the Union and a better understanding of the conditions and wants of each section, "to quicken" industries, as well as to create a kindlier feeling and to cement a happier union throughout all the States.

So highly esteemed was this general inclusive object and so fully realized was the value and possibilities of its accomplishment, that, at the second meeting in Cincincinati in 1886, Col. Jastremski of Louisiana declared that had the Association existed a quarter of a century, or more, earlier, there would have been no war between the States.

This first object, largely educational and social, has gone on in its accomplishment throughout thirty years by visits of the Association to all portions of the Union, from Boston to San Francisco and from St. Paul, Seattle and far away Alaska on the north to Los Angeles, San Antonio and Houston, Galveston, New Orleans and St. Augustine on the south and touring the intervening regions—through travel, observation, comradship and interchange of views. The accomplishment is being still further sought for in this visit to New York City and the Eastern Coast this year. Here is reached a splendid climax on entering upon the fourth decade of the Association's history.

Second—General Object. A better journalism and more remunerative, through interchange of views, experiences and ideals, by addresses, papers and discussions. The thirty conventions, with carefully thought-out programs, have been fruitful in raising the standard and standing of newspapers, and bringing, as anticipated, better recognition and more liberal support.

Third—A professional feeling and esprit de corps through the treatment of the calling with an intelligent view of its principles, objects, ethics, possibilities and obligations. The adoption of a code of ethics and fostering editorial courtesy was a part of the plan.

Fourth—The establishment of a professional journal for the interchange among members and the discussion and advertising of underlying principles. This has been accomplished by the establishment by Father Herbert of the National Printer-Journalist, authorized by resolution of the Association, followed by half a score of other publications in the same field.

Fifth—Founding schools of journalism, or departments ot journalism in existing colleges and universities. These objects were advocated by succeeding presidents and the result has been advance along these lines. The first school of journalism was advocated and largely established in the University of Missouri through Past Presidents E. W. Stephens and Walter Williams, and was followed closely by the department of journalism in the University of Wisconsin and by schools or departments in other universities, until some forty-seven different schools or departments of journalism are now in operation. One of the most important of these we are to visit here—the Pulitzer School of Journalism of the University of Columbia of the City of New York. It is a singular coincidence that there's a School of Journalism of the Columbia University of Missouri and that each is presided over by a Williams—Talcott Williams of New York and Walter Williams of Missouri—both distinguished leaders.

Sixth—The building up of a professional literature of the calling through treatises on its different branches. The founder of the Association suggested that the lectures by men ripe in experience in this calling at the schools of journalism, would soon furnish journalism textbooks for a source of professional reading or study. The result has been that, while recognized and fully organized schools or departments of journalism have been in existence less than a decade, scores of able treatises on the different branches of the calling have already been written by teachers of journalism and published for the benefit of those who are engaged in, or expecting to enter upon, the calling.

Seventh—The reform of existing libel laws in the different states, in a manner to protect newspaper publishers, to adopt the laws to present conditions, and to make them uniform throughout the country. This work has been handled through committees, and was taken up by the second President of the Association, the late C. H. Jones, who drafted an ideal form of enactment, suited for adoption in the different states. While not all has been accomplished that was undertaken, many reforms have been effected and the newspapers have been largely relieved from vexatious libel suits in their legitimate efforts to give the news with needed promptness. As a part of this work, the Committee on Legislation was recommended to secure the enactment of laws properly beneficial to newspapers and to oppose such as were considered unjust or hurtful. This committee has been continued from year to year and the work done has resulted in many laws for publicity in governmental matters—municipal, county, state and national—that have brought profitable returns to the Press, while better protecting public funds.

Eighth—Intelligent coöperation in fixing advertising rates and the handling of what is known as foreign advertising. Much work along this line has been accomplished by the different committees and reports made by the same. Much more is expected of the report of the

Advertising Committee at this Convention. Great accomplishment has been reached through the American Newspaper Publishers' Association, together with other proposed objects as to labor, employment and protection of the members from imposition or injustice and in the matter of credit to be given advertising agencies or foreign advertisers.

It is not generally known that the great and potent American Newspaper Publishers' Association is really a child of the National Editorial Association. But such is the fact. The idea and plan was suggested and started at the first regular convention of the National Editorial Association in Cincinnati in 1886, and a committee appointed to carry forward the plans. W. H. Brearley of the committee, voicing its conclusions, said he found that the interests of our members were so varied that he judged it impossible to organize as a part of the N. E. A., and so he went ahead with his friends at Buffalo, Rochester, New York, Cincinnati and one or two other cities, and organized the daily papers into what has grown to be so important an institution.

This much for the plain prose of the story of the National Editorial Association. Its poetry is in the many and rare places visited, the charming cordiality of entertainment, and most of all in the friendships formed, so fine and lasting. This inseparable part of the story demands, and should receive, separate treatment by the most gifted minds of the members. The question uppermost in my mind is how far has Father Herbert, the founder and inspiring spirit of the Association, realized his ideal? "Ideals are like stars,",said Carl Schurz. We cannot indeed, touch them with our hands, but they will guide us to a safe and sure haven. And, adds another, "they are like the torch in the hand of the Grecian runner, still handed on to the next, and still held high in advance." In this view the Association is perennially bearing sweet "flowers for the living," to the founder, that grand old man, Father Benjamin Herbert.

* * *

Features for Newspapers

Address Delivered at the Annual Meeting of the National Editorial Association at New York, June 19, 1916, by Dietrick Lamade, Publisher "Grit," Williamsport, Pennsylvania

PROGRESS is the first word in the vocabulary of every successful business man; likewise it is the main factor in every successful business. And the one field wherein its presence or absence is most felt is that of the American newspaper. No other product of human activity has shown more progress in the last 30 or 40 years than the newspaper; no other product is striving more for advancement today. None but a progressive publisher succeeds, for to stand still in the newspaper field is to fail.

The progressive evolution of the newspaper has been very pronounced during the last generation. It began not long after the Civil War and its first result was the change in the dress of newspapers. Big, black advertisements gradually gave away to the attractive display of the present day; the six-point type of the solid, unleaded news columns was expanded to make reading easier and more inviting; head writing became an art rather than a necessity.

These first changes were made for the purpose of pleasing the eye. Soon publishers began to realize that, while it was a very good idea to catch the eye, the real impression left by a newspaper must be on the mind. Then began that struggle to please which has resulted in the diversified, many-sided newspaper of the present day. The task resolved itself into an effort to meet individual tastes rather than to mass the intellect of readers and cater to the mean average of intelligence. The individual, in a word, succeeded the masses.

Special features for the newspapers was the idea which early suggested itself to publishers. News features were specially prepared and attractively arranged; many smaller features and various departments were introduced to broaden the paper's sphere. The wide range of mental tastes was acknowledged and, to a degree, met.

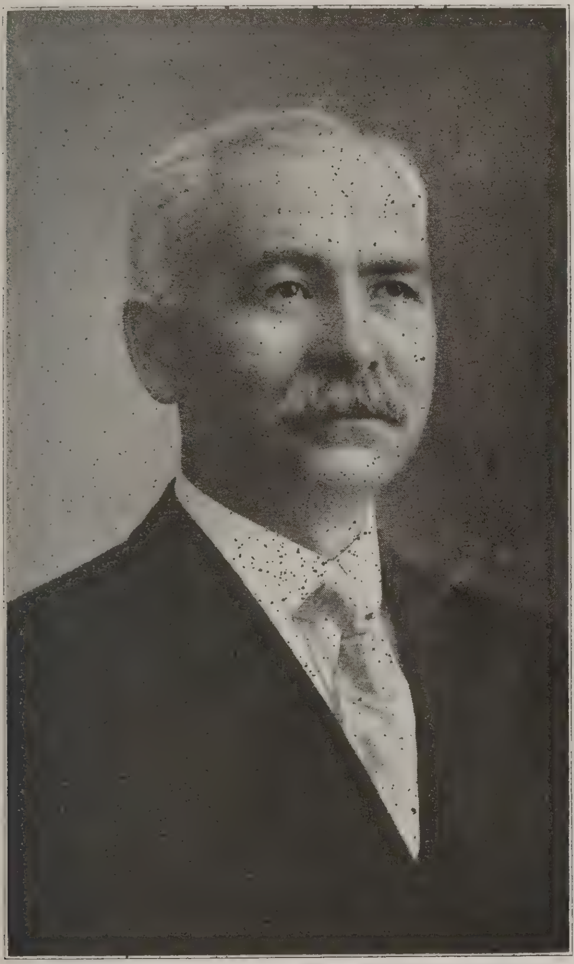
The recognized function of the newspaper today is to give the news—as fully and as well prepared as possible—with proper editorial comment and discussion. But the progressive publisher regards this as merely the beginning of his work. Straight news constitutes only a general appeal; the truly finished product carries with this general news something—it may be much or little—to satisfy each peculiar individual taste which still craves something after the news events of the day or the week have been digested.

The wide use of these special features has given a peculiar individuality to many of our newspapers, and these features take on as many different forms as there are newspapers containing them. They range from the small editorial "paragraph" to an entire series of special articles. They may include an original treatment of some news story, some one of the large variety of feature stories, a cartoon with an exceptional "punch," or it may be specialization in the product of famous newspaper writers, such as Walt Mason, Kin Hubbard, Herbert Kauffman, etc. Magazine, fiction or comic sections come under this head of special features, as do the artistic supplements containing a wide variety of pictures printed by the new rotogravure process, invention's latest gift to the publisher.

Publishers have combed the entire newspaper field for special feature ideas. It was this search for material with a special appeal that led to the "muck-raking" era of several years ago. It was not long, however, until everything of importance had been "exposed" by straight-from-the-shoulder writers, then the publishers, rather than take second class material, looked elsewhere for their features. The "muck-raker" thereupon was succeeded by the "news feature" man, the "heart interest" story writer, the "sob sister" of the large city dailies, and others skilled in picking out the peculiar twists in the news of the day and from these constructing the "human interest" stories which now find such great favor.

All this planning, preparing and polishing is done for the purpose of getting something the other fellow lacks. There are few who cannot recall a visit to "fakers' row" at some county fair. You remember the racks with several rows of rag babies at which you were invited to throw baseballs, at three throws for five cents. Yet you passed this attraction by; it was unable to command your attention. But when you came to a place where, in addition to the rag babies, the head of a grinning negro sticking through a hole in the canvass, offered an additional target, there you stopped. Your interest was aroused, you mixed with the crowd, you watched some strong-armed young man vainly try to hit that bobbing head, and you may have been beset by a sneaking temptation to try your own aim.

The added appeal of that negro's head typifies exactly the relation of special features to newspapers. You may have many columns of items neatly arranged and apparently of equal importance, yet, like those racks of rag babies, there is no special appeal. It takes a feature above the ordinary — something sticking out like the negro's head from the canvass—to attract attention and to create a strong impression.



Mr. Dietrick Lamade, Publisher "Grit," Williamsport, Pennsylvania

It is the privilege of every newspaper, daily or weekly, to specialize in something. There is always opportunity for individuality along some line. There are few communities which do not have interests peculiar to themselves, and in these peculiarities lies the chance for every editor and publisher.

That which is uppermost in the minds of the people or in the news of the day always possesses possibilities for special featuring. Sometimes the most common subject will make the best feature story, if it is intelligently handled, and it is not necessary to go to the sensational or the extreme to get the most out of it.

If you feel you cannot specialize in the big things, make a feature of special information regarding the particular interests that predominate in your field. It may be farming, stock-raising, mining, lumbering, or any one of a dozen different industries. Anything that may be of special interest to your readers, either because of occupation or environment, offers opportunity, and you must make the most of it.

Feature correspondence from adjoining towns in which your paper has a circulation. If you cannot find enough space in one edition, print extra editions for the different sections. But don't fail to keep a record of the income and expense items for each town.

At least one good, short fiction story in each issue always makes a popular feature, and plenty of wholesome humor also is needed. Extracts from good sermons, short poetry and paragraph matter of more than ordinary value aid in rounding out a publication. The desire for entertainment and amusement is as much the cause of newspaper reading as curiosity to learn the news of the day, and the publisher who makes no effort to satisfy this taste may be able to trace his lack of success to this neglect.

Make a feature of illustrations. Present day facilities make it possible for every publication to print original cuts. These may be half-tones of prominent local men or women, or they may be reproductions of original line drawings or cartoons made by some one in the office or community who has artistic talent which you can develop. There are also several syndicate services supplying stereotype or mat illustrations covering the general news field, proper selection from which will add materially to the up-to-date appearance of your paper.

Above all, however, make a feature of many departments. Be sure to have some part of your paper devoted to women, as they often have the final word as to whether your publication shall be a regular caller at that home. And don't forget the children. You can afford to give them a regular department, for this will get them into the habit of reading your paper while they are young. There are many other departments of varying importance, and the most careful consideration of the list and its possibilities is necessary on the part of each editor or publisher as he analyzes his own particular clientele. Often the proper selection of these departments is of equal importance with the manner in which they are conducted in determining the success or failure of a newspaper. Those departments which cannot be handled by the regular editorial force frequently can be "farmed out" for a small consideration to foremen, compositors or other employes of the office, or perhaps a local minister or school teacher is willing to exchange his literary talent for a reasonable remuneration.

When you have secured the proper features of your field, do not fail to give them prominence in your paper. Put them on the first page, if possible, and be sure that the head which carries them is strong enough to tell of their exceptional importance. If your first page contain advertisements, take them off as quickly as you can. You may believe that you cannot afford such a drastic step as this. Revenue is your first consideration, but is it rightly so? The first page of your newspaper is to you just what your show window of a merchants store is to him. The merchant invariably places his best goods in his show window and gives them the most attractive display. Newspaper publishers cannot afford to do less. Pick out the best literary wares you have and display them on your first page. Don't sell space on that page; use it for your own benefit. First make readers for yourselves, and then customers for your advertisers.

Center your efforts on getting the largest possible circulation, and use your first page to the limit in such a campaign, then you will be in a position to dictate your own advertising policy. Get the readers first—the advertisers will follow. The successful publisher gives his readers first consideration in making his paper, instead of regarding it, as some do, as primarily a vehicle for advertisers. If you must get revenue from your first page, confine the advertising to reading notices, or sell only the lower third or fourth of the page at two or three times your ordinary rate.

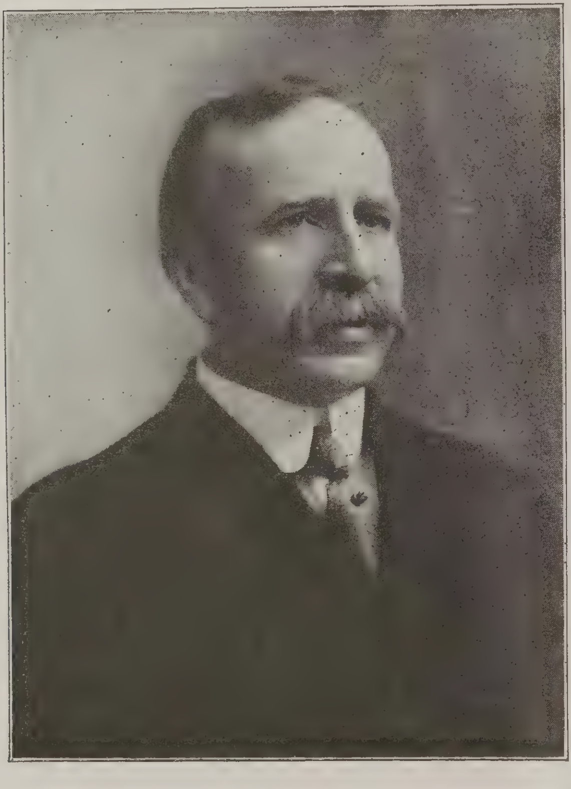
Special features and the proper display of them are within reach of every editor and publisher, and no newspaper stands in such need of them as the weekly publication. The daily paper has the big advantage in the news of the day. But there is nothing that dies more quickly than straight news, and, once dead, there is nothing more thoroughly dead. The weekly publication, therefore, must be more than a mere recorder of news. It must fill its colums with reading matter that will live until the next issue makes its appearance in the home, and there is nothing that fills the home so satisfactorily as a wide range of special features.

Where lies our opportunity? Which path will guide us to the best results, the greater reward? What are the opportunities that lie within our grasp? An answer to these questions can best be made only after each one has made a careful survey of conditions which exist in his particular field.

The weekly newspaper with which I have been connected the last 33 years—during which time its circulation has increased from 1,500 to nearly 300,000—has been built on such ideas and owes to them much of the success it has achieved. In addition to printing seven pages of news, well illustrated, we are running from two to three dozen departments and features here suggested, and, in order to get the best possible paper into each section, we print 20 different editions each week. While the average size of our complete paper is equal to about 22 seven-column pages, we set enough matter each week to fill nearly three times this amount of space.

The experiences of publishers for many years has taught us that consideration for the reader, his tastes, his hobbies, his varying moods has been the secret of more than one newspaper success.

There is just as much opportunity, and possibly more need, for hard, intelligent work on the business end of a newspaper as there is in the editorial department. If I were running any one of many of the newspapers with which I am acquainted, I would spend about six hours a day outside the office, soliciting subscriptions and advertisements, and six hours more inside my plant. And I would continue to do this until I was able to hire competent assistance to take charge of both ends of this work.



E. H. Tomlinson, New President of the National Editorial Association

H. C. Hotaling, Now Vice-President of the National Editorial Association

I would get out the very best paper of which my mind could conceive and my abilities execute, putting into its production every dollar at my command. I would make my appeal first of all to the reader and direct every effort to increasing my subscription list. resting assured that the advertiser eventually would acommodate himself to such a policy. The proper number of the right kind of readers always will insure the patronage of the right kind of advertisers.

I would add extra employes as rapidly as my finances would permit, teaching them to do the very best work of which they are capable. I would have these employes carry the limit of responsibility, so that each one might feel that he is an essential part of the institution. For this service I would pay them as liberally as I could afford, and as nearly as possible what each is worth to himself and to me, thereby seeking to increase personal efficiency and to foster that spirit of co-operation which is so necessary in a modern busines establishment.

I would strive constantly to improve my equipment by purchasing modern machinery and new appliances just as rapidly as I could see a possibility of paying for them.

In order to know at all times the exact condition of my business, I would establish and maintain the best and most modern accounting system. I would keep separate accounts with each department, including a thorough cost system and a perpetual inventory. On or before the fifth of each month I would secure a statement showing the profit or loss in each department for the preceding month, and also a statement showing the results for the month of the business as a whole. Then, with prompt collections, I would make every effort to pay all bills before the tenth of each month.

I believe that by carefully following such a course, I would be able to build up a valuable newspaper property, and that eventually I should be able to buy for myself and my family a good automobile and live happily ever afterward.

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Mr. Henry Bullen, Librarian American Typographic Library, gives Searching Analysis of the 6th Industry

(Concluded from June Number)

These are not projects for the narrow men. They are for men of courage who in a campaign for collective benefit would have faith that their own merits will secure to themselves a fair share of the collective benefits. The very fact that printers were demonstrating their faith in their own medicine would inspire respect and make some such propaganda profitable.

Suppose that every printer determined to measure up to the unequalled power of printing: That every printer made himself acquainted with the literature of printing and the great achievements of printers: That every printer bought books about printing—not dry-as-dust text-books, but some of the ten thousand books which have been written about the higher aspects of printing than its mechanics: That in the offices of every printer customers might see examples of the work of the master typographers of the past and the present, and on the walls portraits of the great printers and other historical prints that inspire respect for printing.

Suppose that every master printer, superintendent and foreman realized that an ill-educated boy had no place in a composing room: That no boy would be permitted to learn typesetting until he had passed an examination to determine his fitness for a calling that deals chiefly with words, and in which no one can be entirely efficient who has not literary ability above the average.

Suppose, in fine, gentlemen, that we regarded printing with the same ardor and exalted sentiment that inspires the efficient painter, sculptor, architect, doctor and lawyer: then whining about lack of sufficient profits would decrease; the demand for printing would increase; the buyer would see greater value in printing and pay better prices; and printers as a body would rise in public estimation and be deferred to accordingly.

* * *

American printers as I have said before, have superior technical ability; my plea is that they will greatly increase the pleasure they have in their business, improve the status of the industry and find it easier to secure good profits, if they take time to learn the history of their art and become acquainted with its fascinating literature. This was the opinion of that very eminent and practical, money-making printer, Theodore Low De Vinne. Shortly before his death, in a letter commending the Typographic Library and Museum, he said: "Printers should be inspired with love and admiration for their trade. When any printer follows his trade simply because it is a money-making trade, he makes a serious mistake. I would go even further in saying that a prosperous printer will be more successful when he can inspire the buyers of printing in all its forms with the understanding that meritorious printing is really a worthy branch of the fine arts." It was said of De Vinne by one who knew him well that "he appreciated the greatness of his occupation, and made it respected by others." I ask you to stand with De Vinne and many other successful printers who in some degree followed his example and were invariably successful, besides having great pleasure in their invariably successful, besides having great pleasure in their work. I have done my part by publishing in The Inland Printer a series of articles on the literature of typography, so that all who would be instructed and inspired by that literature might know what it is and where to find it. As a veteran printer I can do no better service to younger men, nor any that will do more to make them more thoroughly efficient in the calling than to urge them to study the literature of printing, associate themselves with its splendid history, and to do all in their power to create public esteem for it. That was the way in which De Vinne made his reputation, and through that reputation he became the most prosperous printer of his time. If any printer does not find the literature of printing interesting, depend upon it, the fault is with himself and not with the literature.

* * *

A printer who is not well-read is a misfit: "A certain low form of aquatic animal life anchors itself to a rock and feeds on whatever the current brings. The average man feeds his mind in much the same way. He falls into line for current amusements. He reads only current literature. He listens to what happens to go by. He makes but little systematic attempt to shut out the unfit or to put himself in line for the fit. The result is a defective grade of human life that rarely elevates society and often degrades it." Such men are not worthy to be master printers.

"It makes a good deal of difference in the worth of a man today whether his reading last night was 'Hamlet' and 'Isaiah' or 'The Other Man's Wife'; whether he went to the art institute or the burlesque show;" whether, if he is a printer, he takes pride in his typographical scholarship or uses his occupation with no greater sentiment than the butcher has in his butcher meat.

Next, I say, the printer is entitled to good profits because he practices the oldest and the greatest of all arts. When our art flourished civilization ad-advanced When our art declined, civilization vanished.

Our occupation is the most important of all to mankind. Do you, gentlemen, believe that statement? If any of you do not know this to be true, you will not be so successful in the printing business as you might be.

We smile as we read that for two centuries printers were by imperial decree authorized to wear swords, a privilege confined to the ritter or knightly class. We smile when we learn that for two centures the dwellings of the professors in the universities and of printers and of clergymen were exempt from taxation. We smile again as we learn that for two centuries no one was permitted to learn typesetting in France unless proficient in both Latin and Greek as well as French. Nevertheless, these were the evidences of the enthusiastic appreciation of the tremendous benefits which Europe had derived from our art of printing.

In this little book, "All the Liberal, Mechanic and Sedentary Arts," printed in 1568, by Sigismund Feyrabend, master printer of Frankfort, of which city he was for many years burgomeister, and illustrated by Jost Amman, one of the most celebrated wood engravers of that period, we find a significant and to my mind sensible grading of occupations, according to their true importance in this world, commencing with the Diety and ending with the chicken thief. Here we have about one hundred and thirty pictures of great importance, for we must go to Amman to discover how people were dressed, how they carried on their occupations, and with what tools and appliances. This book gives us the earliest pictures of paper-making, typefounding, bookbinding and many other occupations. In the order of importance, the dignitaries of the church follow the Diety; then the dignitaries of the State; then the scientists and the lawyer; then commence the industries, with the goldsmith or banker first; and the typefounder (number sixteen after the Diety) next; then the letter designer and letter engraver; and then the printer, number nineteen after the Creator! All the useful occupations, as well as music, sculpture, painting and farming precede the non-producers and the destroyers, for near the end, No. 115, is the general, followed by officers of lesser rank.

Gentlemen, if printers and other men of the industries and the farmers had been accorded by man the rank assigned to them by the wise printer-burgomeister Feyrabend, civilization in Europe today would not be torn up by the roots. Would that men had worshipped the composing stick and printing press rather than the wasteful sword and hollow drum!

Is printing an art? When Henry Lewis Johnson issued his prospectus of The Printing Art, and looked around for a publisher, he approached one of the well-to-do printers of New England, a man known to every member of the United Typothetae, and this man dismissed the project with the ignorant, boorish remark: "What in hell has art to do with printing?" Here was an instance of a man degrading his calling and making it more difficult to secure good profits for printing. Yes, Printing is an art. It is the oldest art, the mother art, for we, the typographers—writers with stamps—are the latest and best though probably not the last development of the great writing, art originated by the first man or woman who scratched a reasoned symbol on a rock or on bark in prehistoric times. We are the successors of the rock scratcher, and on our art all civilization and all other arts have been erected, for we from time immemorial have preserved and transmitted all human experience, all knowledge, all aspiration and all intellectuality.

Our predecessors made books and catalogues and contracts and broadsides on stones, bark, skins, leaves papyrus and finally on paper.

Where our art of writing flourished, civilization expanded. Where the people were denied our art or lost it, civilization vanished. There came a time when by means of abundant papyrus, books were cheaply and rapidly made and these low-priced, widely circulated books made by our predecessors created first the wonderful civilization of Egypt, and in succession the master civilizations of Greece and Rome. The Classic era, unsurpassed in its art and literature, flourished for centuries, and then vanished. We venerate its ruins; our presses at this very hour in every civilized country are printing the fragments of its literature. Why did this civilization pass into eclipse? The ruin of the Classic era affords the proof of the supreme influence of the written and printed word widely circulated. Egypt, Greece and Rome were ruined by a famine of food for the mind. First, there was a dearth of papyrus, and recourse was had to parchment making books expensive and limiting their circulation. Secondly, the Christians came into power in the fourth century and prohibited the reading of the so-called pagan books — ostracised Plato, Homer Cicero, Horace, Xenophon and the great galaxy of resplendent classic authors. Nothing was left to read but commentaries on the scriptures, which people then cared no more for than people do now. Having little worth reading, the mass of the people ceased to know how to read or write, until in the eight century, Charlemagne, ruler of all Europe, ascended the throne, unable to write his own name. Few besides ecclesiastics could read, and practically the only books in use were those necessary to the priestly profession—tools of trade. From the fifth to the fourteenth century, from Saint Augustine to Dante, not one writer or thinker of even third-rate eminence appeared; the great public libraries were destroyed, civilization retrograded, and the thousand years known as the Dark Ages intervened, all because our predecessors in our art were without employment.

Then came Gutenberg, the great benefactor, whose invention restored the books to the people at a time when the world was in anarchy, filthy, insanitary and unsafe and desperately ignorant and superstitious. The possibilities of this invention were gradually appreciated by men such as the Aldii, Froben, Dolet, the Estiennes, and other scholar-printers, who restored the classic learning to Europe. This, the greatest work of the printers, was the chief factor in the Renaissance and the foundation of modern civilization.

The starved brain of Europe was fed. With reading came progressive thinking, invention, and more liberty; and printing was seen to be the veritable Seed of Civilization, of which the so-called fine arts are the flowers.

Why then should we as a body be underlings? Have we not every reason to be proud to the extent of our calling and its pre-eminent work in the present and in the past? With this heritage shall we mutely accept the status of mere mechanics catering to the physical needs of the world? No; we must assert ourselves; we must recall to the American public what it owes to Printing and Printers; and on our own part we must realize that Education and Printing are one and inseparable, the light of the world, and that we are the master torch-bearers!

Practical Pointers for Publishers and Printers

By H. L. Hoard, President of Wisconsin Press Association, Senate Chamber, Madison, Wisconsin, June 2, 1916

IT is a matter of record," says a bright little book, "that very few printers make any any money. It is a matter of record that many printers fail." Again it says, "There may be some fun trying to beat the other fellow's price, but there's a darn sight more running an automobile, and it's pretty hard to do both."

If you have any designs on an automobile, don't give up the idea that the merchants in your town cannot pay a reasonable profit for your space. Don't be satisfied with steering a craft that is a failure financially. The customer is obliged to pay a profit to the butcher, the baker, the electric light maker or these good people will starve.

There are many questions now up for sharp discussion.

The chief one is the matter of increasing the salary the public pays us for running our newspapers.

One ground for a raise was formed by the New Jersey Commission appointed by the Governor to investigate the high cost of living. This commission gave as the chief reason the late prodigious increase in the world's supply of gold.

The volume of gold has so increased per capita in the last fifty years, because so much more easily mined than formerly, especially from what were once known as refractory ores, that it now requires only about a quarter the effort to recover a ton of gold that it did fifty years ago. As gold is our sole measure of value, the decrease in its value could not be noticed except in one way.

While gold can fluctuate according to the ease or difficulty of mining it there is one thing that cannot be fooled by this fluctuation and that is common labor. Labor must be paid enough to live on or labor starves.

On wages of forty years ago every common laborer now would die of hunger if forced to divide with wife and children as formerly.

Money loaned forty years ago has depreciated nearly seventy-five per cent.

The widows' and orphans' funds have withered.

The withering blast has also dried up the fountain of our advertising and subscription incomes.

An advertising rate of ten cents per inch forty years ago bought more butter, cheese and eggs than thirty cents an inch will buy now.

The conservatism of publishers as to their advertising and subscription rates is drifting them to certain ruin.

It is as unsafe to go on in this way as to row over Niagara Falls.

Business is in some respects war, and starvation pay is carelessly handed to a publisher by the public unless the publisher rises up and demands enough to live upon (and this means to "lay up" for old age). Then he gets it and not before.

In 1896 our own firm was printing 5,100 copies of our paper at a cost of $9,000 per pear.

Now we print 2,500 copies at the same cost.

Our advertising rates have more than doubled.

A rate of one cent per inch per 100 subscribers formerly paid a profit.

It would take nearly 2 cents per inch per 100 to pay a profit now.

Some weeks ago I made up a scale of rates which follows the old scale of 1 cent per inch per 100 subscribers and adds thereto 10 cents per inch as an equalizing rate. The man with 200 subscribers gets 12 cents; with 1,500, 25 cents and with 2,000, 30 cents. We happen to be in the 2,000 class. By this, I mean bona fide subscribers. I hope no one will contend that these rates are too high to aspire to even if too high to make in one jump.

It is pretty hard to make a good readable paper and have it over half advertising; one third is better.

I suggest to some that you make a frank announcement that your rates are 15 cents per inch too low and below cost that is if the proper amount of space used therefor is considered.

A subscriber should not be led to speak sneeringly of a paper as "all ads."

You should state in clear type that you propose to make a better paper and to raise the advertising rates 2 or 3 cents per year promising that the amount of space so used will gradually shrink as indeed it will.

You might add that anyone who wishes to start an opposition paper on a losing basis can only have the sweet privilege. As far as you are concerned you are done with that sort of a game as it breeds both discomfort and disrespect.

When you make out your bills the new figures will not cause surprise because the matter will have been Fletcherized.

If you are drawn into a price talk, hold up your end and be ready with a defi.

The world loves a brave man who stands up for his rights, and it rarely punishes him for being brave.

Raising the Subscription Price

If a publisher of a country weekly works like a beaver for 12 months, pays all his bills and comes out just even, the public will not criticise him.

If he tries to be a good fellow, contributes to this and that charity and fails to charge enough for his space and to sell enough space so that he loses several hundred dollars a year, the public will sharply criticise him, if it knows it and say that he is lacking in judgment and the public will be right.

The public has limited use for a failure no matter how much of a good fellow he may be.

In its judgment as to financial ability the public is merciless.

A publisher must pay debts in full to stand in the front rank as a business man and there is no other rank worth considering.

The size of his business is of little importance besides the great financial question, "Does he pay his bills?"

Some of us may be running papers at a loss and not know it. It is easy to make a mistake of $500 a year. That is only $10 a week. How many of you would admit that you were that much of a failure even if you knew it to be true! Nothing but a long session with some advertiser who objected to his raise will bring this out.

It is an easy matter to estimate one's loss or profit.

Just add up your expenses for one week and mutiply this by 52. Your last year's total receipts will do well enough to substract this from except that you can't take a big sum from a smaller one.

Suppose your loss is $1,000 and your list is 2,000 and your price is $1.00 per year. A 50 cent raise in subscription price will make you even unless your list shrinks.

This can be provided against in several ways. A publisher cannot advertise to new subscribers in his own paper. They won't see his ad. Every August for many years in our own local paper, we have engaged boys of about fourteen years to get subscribers at "10 cents for three months." Our boys keep all the money.

Said one of our merchants to me: "I like the way you look after your subscription list. I have been stopped several times by your boy solicitors lately, who asked me to take the Union. They are certainly combing the city for subscribers." Being asked to take the paper produced a good impression on him. I refused to give any of our boys a list of our subscribers, telling them it would take so long to hunt up a man's name when he was seen coming that the man would get by before his name was found. It is better to ask ten men who now get the paper, I said, than to miss one who is not a subscriber.

These three months' subscriptions go off the list instantly when the time is up. The lay mind is mathematical and quickly multiplies 10 cents by four periods of three months each and figures out a yearly price of 40 cents. By "throwing out the clutch" they are obliged to start fresh at your regular price. We have many yearly subscribers now who for several years in the past took the paper only three months at a time. That annual taste of a more or less good thing seemed to develop a habit that got too strong for the nine months' gap and they paid for a year ahead.

My advice to publishers about to raise their subscription price is to get their lists on a cash-in-advance basis. Figuring up at two different prices on old accounts means concessions and concessions mean losses and much trouble. The easiest way to get people to pay in advance is to have two prices and to stick to both. Our own plan is to have 2 cents per month discount from the higher price for payment in advance. If one pays eight months in advance he saves 16 cents. None fail to take the discount.

Suppose a publisher has 2,000 bona fide subscribers at $1.50—$3,000.

Now suppose we raise the price to $2.00. That will still bring us $3,000 and save the cost of 500 papers which is considerable.

A loss of 500 subscribers would not mean that much loss. A big percentage would borrow the paper.

Those who kept the paper would be a select class nearly as big buyers as before and perhaps as profitable.

If the paper is a good business puller, no good advertiser will stay out of it.

Few ads are now gotten on "bunk."

Dependence is on results.

It does a community good to have the editor prove to them that a good country weekly costs about $4.00 per year for each subscriber, and that the subscriber and advertiser ought to pay about half each.

Competition

Competition many years ago was championed as "the life of trade." Today it is everywhere admitted to be, if unlimited, the death of trade. The Standard Oil Company was built up under the fostering genius of competition until it became a prodigious monoply, and had it not been stopped by legislation of an anti-cut-throat character, this great organization might in time have strangled us. The spirit of exacting competitive bids if carried into every purchase that is made would lay the whole country in waste. State, county, an municipal projects apportioned on bids encourage a bad practice but there seems to be no other way. Often these projects are handled at a loss because of mistakes in the bids. A loss is an injury and an injury to a citizen, no matter how legally committed, means a distinct loss to society. When a contractor can't pay your printing bill because he has lost money on a contract, you can sense the truth of this. A municipality that fattens on the distress of a low-bidding publisher or printer loses in the end. The fostering arm of our state railroad commission reaches out and around our railroads, our gas, electric and water service plants and says "you shall not cut prices so as to lose money." When rates are too low to make a profit, this commission orders them raised. Slowly but surely the kindly arm of the government is encircling the industry of the country, but it has not yet reached the printer and the publisher. Let two printers make cut throat prices on election ballots and which gets the job? The one who has cut his throat the deepest gets the work if it looks as if he could lose the blood and still deliver the ballots on time.

(To be concluded in the August number.)

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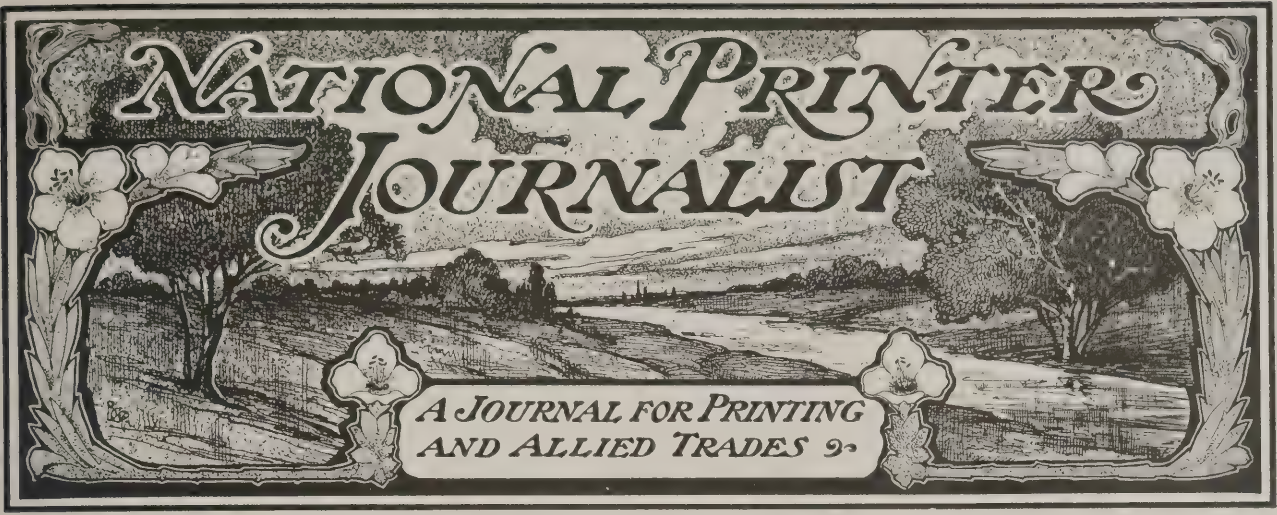
N. E. A. GUESTS OF MERGENTHALER LINOTYPE COMPANY

The Mergenthaler Linotype Company has always enjoyed an enviable reputation for doing things on a big scale, but all previous records were broken by the way this company entertained the delegates and guests of the recent Convention of the National Editorial Association in New York.

After the close of official business on Thursday, June 22, the Convention made a flying trip through Brooklyn Navy Yard, at the conclusion of which the delegates and their guests were met by sight-seeing automobiles and conducted to the works of the Mergenthaler Linotype Company, where luncheon was served. During the luncheon interesting tabloid talks were given by P. T. Dodge, President Mergenthaler Linotype Company, John R. Rogers, Hon. W. H. Mayes, former Lieutenant-Governor of Texas, E. H. Tomlinson, the new President of the N. E. A., and M. W. Morehouse, Superintendent of the factory. Each guest was presented with a handsome souvenir—the ladies receiving a small memorandum book, containing a mirror, bound in green leather; and the gentlemen a large seal leather note book, both of which were stamped in gold. After luncheon the visitors were taken through the factory where they saw many of the most important operations in the making of a Linotype. Each visitor was furnished with a booklet containing a general description of the factory and a detailed story of the inspection trip.

At the completion of the trip through the factory the guests, furnished with round-trip tickets, again entered the sight-seeing automobiles and enjoyed a ride through Brooklyn's famous park system to Coney Island.

A special limited edition of the souvenir booklet was printed for those interested and a copy may be had by applying to the Mergenthaler Linotype Company, Tribune Building, New York.



NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, AUGUST, 1916 NUMBER EIGHT

The Press and the People

Address by John A. Sleicher, Editor of Leslie's Weekly, Before the National Editorial Association, at New York, June 19, 1916

I APPRECIATE the honor of an invitation to address this representative body of editors from every section of the country, because I recognize that newspapers from the smaller communities can sense public opinion more accurately than the editors of the large dailies in congested centers. Because of your far-reaching and effective influence, it is an honor to submit in all good faith and in the helpful spirit of fellowship a few observations that I hope will have your thoughtful consideration.

The newspaper of today is published not only to print the news, but to inspire and guide public opinion. Whether it does this in a right or wrong way obviously depends upon the editor's point of view. If he is right, he is a true guide. If he is wrong, he is a false guide. No one will deny that he is not right all the time.

The editor is responsible not only for what he writes for his paper, but for everything he prints. There is a world of truth in the recent declaration by Mr. Ogden Reid, editor of the New York Tribune, to the Indiana members of the Associated Press, when he said, "We have great privileges and opportunities for public service, but we also have great responsibilities, and in the manner in which we meet them will the people decide how much confidence to place in us. It is our duty to the public to try our utmost to justify their faith in every column of our papers—news, editorial and advertising." My friend might have added the admonition of the eminent captain of industry, Mr. John H. Patterson, of Dayton, to his army of salesmen, "Before you can tell someone else, you must know it yourself."

Governor Whitman, of New York, expressed a wholesome sentiment when he said, at a recent dinner of the American Newspaper Publishers' Association, that "newspapers, instead of always giving their readers what they want, should train their readers to want the big and better things above the mean and petty."

To the mischief-makers who write for the press we must attribute in large degree the prevailing popular tendency to unrest. This unrest and social disquiet, leading to unrestrained assaults on vested rights and attacks on business interests, have gone so far and so fast that a halt is now being called all along the line. It has been discovered that the kicker is not the best leader, and that while the unruly child in the family will require greater attention than the obedient ones, this does not mean that he is the best of the family. The prodigal son may have the fatted calf but his faithful brother secures the inheritance.

John A. Sleicher, Editor Leslie's Weekly

I was greatly interested in the recent address of my friend William Peter Hamilton, editor of the Wall Street Journal, in which, referring to the popular but wholly unjustifiable belief, encouraged by the yellow press, that the rich were growing richer and the poor were growing poorer, he said, "It is true that the rich have grown richer, especially in the past twenty years. It is not true that the poor—if by this we mean even only the wage-earners, whether unionized or not—have grown poorer. And it is equally untrue that the rich have grown rich at the expense of the poor. It is true that the condition of the poor, especially in times of unemployment, is emphasized by settlement workers, in perfect good faith, and by those who have the visible results of poverty around them, to say nothing of that much more interested class, the professional charity worker—usually part of a machine far too costly for the purpose it attains, whose employment depends upon stimulating the compassion of those who can afford to give. Thus the agitator, and the demagogue, perpetuate the fallacy; but the figures are all against them."

Editors often apologize for an unjustifiable attitude toward business interests by saying that they give the readers what they want; but every editor should try to make the reader want what the editor gives, and then give the best that is in him, preaching patriotism, helpfulness, hopefulness, truth and the gospel of good fellowship in the best sense. That creative railroad genius, Howard Elliot, of the New Haven, in his address before the Columbia School of Journalism, spoke the simple truth when he said, "You should first appreciate your responsibility as individual creators of public opinion. Public opinion is created by the thoughts, words and deeds of men. By our own acts and words we stand or fall. Only the human unit creates public opinion." It is a great thing to lead, but it is a noble thing to lead in the right way. The leader of the mob during the French Revolution secured his page in the history of his sanguinary times, but it is not to be compared with the pages which emblazon the glory of George Washington. There are those who love notoriety, and there are those who seek reputation.

A class has sprung up of late that claims to be peculiarly chosen to right the wrongs of the common people —as if there were uncommon people in this blessed land of ours! They coddle the weaklings into the belief that the government can give them anything they want and more than they deserve. Recently it was proposed, among other reforms in our public schools, to teach the children how to blow their noses properly. In time this may become a regular part of the curriculum, but to what extent are we to crowd out the fundamentals of a good education? Why lumber up the overburdened school children with new books on all the fads of the day? As my distinguished friend, the able editor of the North American Review, Colonel Harvey, says, "Many people are thinking along zigzags and serpentines instead of straight lines. They are the victims of plausible and ingenious misrepresentations, addressed shrewdly to their prejudices, their predilections or their selfish interests."

I have never known a time when the press was being so freely criticised by public speakers as it is today, and who shall say that it is not, at least in part, deserved? Mr. Otto H. Kahn, the distinguished New York financier, recently, in speaking before the American Newspaper Publishers' Association, criticised the treatment by the big dailies of financiers and financial questions. He said, "The reporting is very frequently, if not generally, done by young men not familiar with matters of finance and in search of incident and of high lights rather than of the neutral tints of a sober and even record. The fact is that the men in charge of our financial affairs are and, to be successful, must be every whit as honorable, as patriotic, as right thinking, as anxious for the good opinions of their fellow-men as those in other walks of life."

Are the newspapers not too much inclined to go with the crowd? Could they not, by the silent and convincing process of persistent appeals to reason not only on the editorial but on every other page, catch the eye of the reader for a moment and fix it on one thought worthy of the day? This is being done, I notice, by many of our largest dailies and by not a few of the country weeklies. A quarter of a century ago the late Colonel Elliot F. Shepard was laughed at for printing at the head of his editorial page in the New York Mail and Express, every day, an appropriate verse from Scripture. It was a good thought of a good man with a deeply religious sentiment, but he was ahead of his times. Why don't we all do it? Because our readers would not notice the verse, you say. Try it or try some inspiring sentiment from the pen of any of our profoundest thinkers, and ask your readers if they don't appreciate at least one word, every day or week, worthy of a thoughtful moment.

There are many sincere reforms and many appeals for new uplifts, but don't let us imagine for one moment that shrewd self-seekers, always watching for the gainful opportunity, are not making the most of that opportunity in this season of unreason and unrest. In one week, in my personal mail, I received the prospectuses of eight different new societies organized for various purposes, including the encouragement of a military spirit, the amelioration of the condition of the poor, a propaganda of peace, the pensioning of the sick, forwarding tobacco to the fighting armies, the elimination of child labor, etc., etc. The names of some more or less prominent men and women were emblazoned on the letterheads of all these new organizations. Their titles were interesting. Their purposes were attractively presented, but on close examination you always discovered that there were officers and a clerical force provided for, and that you were earnestly requested, as a patriotic citizen, to contribute all the way from $2 to $250 for the maintenance of the cause. No doubt many of these are most deserving organizations, but not all. In the realm of uplift a source of living is being provided for an army of soldiers of fortune, who always have the faculty of discovering new and generous sources of livelihood without too much strain on their mental or physical powers.

The call to the press is urgent. It is an appeal to reason and to truth. The sensational headline and the sanguinary story may captivate the imagination, but they will not win the admiration nor the lasting respect of the reader. The newspapers that are winning their way in every community, large and small, are those that print the news just as it is without shading, exaggeration or political bias. The winning newspapers are those that do not overlook the great church-going and God-fearing constituency that cares little for stories of startling crimes or shocking divorce cases. The Bible still has a place in the best of our homes.

I appeal to the well-informed, veteran members of this association to answer if I am not right in the statement that newspapers of this class, conservative if you will call them so, wield the largest influence among the thoughtful men and women of every community. I recall at this time one of the most prosperous New York dailies and another in New England whose growth and influence have been phenomenal, and who have made it the rule of conduct to give their readers the best news of the day, the most thoughtful and considerate editorials, and to eliminate or to make the least possible reference to sensational crimes and to news events that shock the proprieties.

What is called "the little country weekly newspaper" comes nearer reaching the hearts of the people than most of the big dailies. The little weekly, as the recorder of local happenings, tells them as they happen. If it did otherwise, it would be promptly challenged. The great dailies, not in close touch with their readers, can print whatever they please in pursuit of the sensational and go unchallenged. The busy crowd in a great city has little time to ask for retractions. How can the editor of a daily in New York City come into intimate and sympathetic contact with a population of 6,000,000 persons, with workers in 40,000 factories and 300,000 travelers coming in and going out of town daily—a metropolis which adds to itself every four years a city of the size of St. Louis or Boston, and which has a new child born every four minutes in every twenty-four hours of the day?

The best newspaper mottoes confirm the belief that the greatest editors covet the reputation of being truthful and reliable. One of these mottoes refers to the fact that whatever the paper prints "Is So," and another that it prints only "The News That Is Fit To Print," and still another that "The Thoughtful People Should Rule." Isn't there significance in the fact that these mottoes are deemed to be necessary? Isn't it still more significant that the papers that thus proclaim their rigid adherence to the highest standards of journalism and to its highest purposes are winning public appreciation and showing the largest increases in circulation?

The public is beginning to favor the newspapers which tell the truth unsparingly, unsefishly and with no sinister purpose. In his matriculation sermon last year, President Hadley, of Yale, speaking of the avoidance of common evils, said to his large and receptive audience," In the first place, we must acquire the habit of looking into evidence. We must stop buying the newspaper that tells what we wish was true, and buy the one that tries to tell what really is true. We must refuse to repeat unproved gossip or scandal merely because we like it."

The American republic has survived for over a century and a quarter. Its future depends upon our ability to prepare for our great responsibilities. Preparedness is the popular cry. Let us admonish the people to inculcate in their children the love of country, to promote patriotism among the elders, to maintain law and order and uphold human rights with an impartial hand, to discourage every attempt to undermine the faith of the people in a popular form of government and to make the individual independent, self-reliant and self-supporting, instead of leading him to believe that the government owes him a living. It would be the pathetic tragedy of the ages if our democracy were to prove itself a failure. See to it that this never happens. What nobler mission could be intrusted to you?

"Let no man glory in men, for all things are yours," said the Apostle Paul; but don't forget that he added, "the wisdom of this world is foolishness."

Practical Pointers on Newspaper Work

By John Talman, Newspaper Librarian Minnesota Historical Society, Before the Department of Journalism, University of Minnesota

AS my friends Kirkwood and Hood, heads of the department, thought it might be of some benefit should I be presented to you as a horrible example of what the hard knocks of journalism can do to a man, I could not refuse, sympathizing so deeply as I do with the generation that follows me in intimate relations with printer's ink. Long did I stand at the cannon's mouth in the service of journalism and was blown to pieces so many times that only with much difficulty were sufficient fragments reassembled to enable me to appear before you today. If you will not take warning and flee the wrath to come, I may possibly drop a few hints that will serve in some measure to soften the afflictions that await you.

In the Broader School of Journalism

There are schools, departments and colleges of journalism; but older and broader than them all is what may be termed the vast, world-wide university of journalism, and in that institution I was a student for more than forty years. I had one advantage over you. No tuition fees were required of me. And I began drawing pay the day, when I, at twenty, took the telegraph desk of a morning paper. Ten dollars a week was the figure. I was not also "boarded and found," but was found to be bored when the political wind-jammers got busy.

Reportorial Work the Proper Beginning

My newspaper career began with a mistake which I never ceased to regret. Reportorial and not desk work is the proper beginning, and you would do well not to lose sight of this fact. It is needless to point out that the reporter comes in closer touch with real life and is much sooner and more thoroly conversant with all classes and conditions of men than the non-mixer who toils at the editorial desk.

I would recommend earnestly that you never attempt what is known as "fine writing" unless you really cannot help it. In that case newspaperdom is likely ere long to bid you an envious farewell as you flit to more remunerative fields. Plain, direct, simple style or manner counts for most in journalism as in every description of authorship.

Avoid Stereotyped Expressions

Let me caution you against certain stereotyped expressions and redundancies that to my mind rival grammatical solecisms as blemishes in writing, newspaper or book, and are positively disgraceful. They infest, as they have from time immemorial, the scribbling kits of even writers of the highest class, not only in this country but in England. They are more common, however, in newspapers. For example, why is it seemingly regarded necessary to say "the month of" June or "the month of" December? We might as well say "the day of yesterday." Why is it that men are never building a house but are "engaged in" building a house? Why is it that a speaker never says so and so in his address, but "in the course of" his address? How happens it that a suicide never simply takes poison, but "a quantity of" poison? Is it not enough for an official to be an incumbent without being described as a "present" incumbent? Why must bank notes in every case be "crisp"? When a man dies at, say, eighty-five it is almost invariably pointed out that it is "the advanced age of" eighty-five. Not only are resolutions being adopted, but they are "suitable" resolutions. How refreshing it would be to hear for once of an unsuitable pronouncement!

"Up in the Air" Over Hackneyed Atrocities

In the days when I was striving, and generally with success, to exclude monstrosities like these from the papers with which I was connected, so strong was my aversion to them that whenever I came upon one of them in print I was sure to go up in the air. This happened so frequently that when aeroplanes were invented they afforded me but little in the way of novelty. Tho I have finally schooled myself to accept with what philosophy I can these inexcusable literary transgressions as apparently necessary evils, like contagious diseases and vermin, my old, deep-seated dislike of them will end only with life. I am tempted to appeal to you for a solemn pledge, signed, al la boy bandit, with pen dipped in your blood, to do your utmost toward ridding newspaper phraseology of these unpardonable atrocities.

Get the News, Honestly If You Can, But Get It

In the business of gathering news you will encounter unreasoning opposition and other difficulties without number. News sources sometimes reveal a stubbornness that puts the mule to shame. You may be obliged on occasion to resort to sly and possibly unfair means in your pursuit of information. I do not hesitate to advance the opinion that this is justifiable when fair means fail. Paraphrasing the shrewd business man's advice to his son in the matter of making money, I would say, get the news. Get it honestly if you can, but get it. Not otherwise can you discharge your whole duty to your readers.

Meet Demands

You will be compelled constantly to print a great deal that cannot but be nauseating to a man whose mind is above dollars and cents. The newspaper is in constant contact with shams of all descriptions and with fraud and human weaknesses of every character. Prepare to take your medicine and furnish whatever your clientele demands. Do not forget, for example, that when a man dies three if not four in five readers are interested chiefly in how much he leaves and how it is distributed. O, rapturous truth!

Rush Work and Condensations

I commiserate you in advance when the thought occurs of how your nerves will be jarred and your vitality taxed by the requirements of "rush" work, more especially in the offices of dailies. You will be obliged to condense vast masses of stuff to small compass and be mighty quick about it. It used to be said of Daniel Webster that he had the rare faculty of getting at the gist of books and voluminous documents with amazing speed. But now every competent newspaper editor posesses that faculty. Long practice may be necessary, but the knack can and must be attained, for it is indispensable.

At all times, and especially when the hour is late and the space is nearly exhausted, and when the most readable news of the twenty-four hours is apt to come in, it is much better to pack half a dozen condensed items in a half column than to devote that amount of room to one ordinary article. The shorter an item the more readers it commands. Editorial writers as well as reporters would do well to bear this in mind. When an extra sensational bit of news is presented every pertinent word possible should be given to the story. Play it up strong and let the ordinary stuff slide. The latter will never be missed when a big sensation is exploited.

In newspaper editing the most important thing to be observed is condensation, and, unfortunately, it is often the last to be be appreciated and learned. Verbosity is as disagreeable in the printed column as on the rostrum, in the pulpit or in conversation. Cut it to the bare bones and then if need be pare the bones.

The Make-up

For many years it was one of my duties to stand over the forms of a leading morning newspaper and direct the make-up. This requires quickness and accuracy of judgment, especially when there is more stuff in type than there is room. In addition, every line of copy, except advertisements, that went into the paper passed thru my hands.

Nothing causes the night editor to sweat more blood than to have the composing room "stuck on composition." Many a night have I gone, blue pencil in hand, thru all the telegraph and local and cut them down half a dozen times and then been obliged to leave much of the residuum out of the paper. When behind on composition the ways of the printer are apt to be exasperating. When lively movement on his part is most essential he proceeds as tho he bore a 500-pound weight on each wrist. When copy is scarce he is so active and importunate that a cricket is a dead drone in comparison and the editor is hounded for copy until he could almost qualify for the insane asylum.

Avoid Libel Suits

Beware of libel suits. Every town abounds in lynxeyed shysters who watch the newspapers for chances to bring action and instigate real or fancied injured ones to sue for defamation of character. For many years I was connected with a paper which was sore beset in this respect. Other publications might print as damaging matter as they chose and never be called to account; but let the paper referred to give space to some thing not one-tenth as injurious and the lawyers would light upon us promptly and merrily. We often ignored good, legitimate news because of the danger of libel suits which accompanied it. Every editor on the staff kept in mind the warning couplet. "When in doubt, leave it out."

Chances for the Individual Correspondent

Some of you will no doubt have opportunities to increase your incomes thru news correspondence. The field for the special correspondent has of late years been restricted greatly by the enlargement of the scope of the press associations. They now cover classes of news that formerly were looked after by special correspondents only. But there is still some work for the individual correspondent. It comprises those numerous cases where a paper desires more than is furnished by meager references in the press reports us to people and incidents of especial local interest in the town where that paper is published. The special correspondent is also called upon to assist, by gathering interviews and various data, in the exploitation of some hobby taken up by the publication he represents. As one who at one time or another during thirty-five years acted as correspondent of every large paper in all the largest cities of the United States and Canada, with but three or four exceptions. I think I am able to supply a pointer or two of possible value.

Do not make the mistake of thinking that you know what the paper you are corresponding with wants better than the editor himself. His wishes may seem to you very singular at times, but it will help greatly in securing you peace of mind to be reconciled to the idea of letting the editor have his own way and not insisting too strongly upon your own. Do not attempt to force stuff upon him willy nilly. In my own work as director of the activities of 150 correspondents all over the continent, I came to detest the persistent importunities of those who thought they understood the needs of my paper much more clearly than I did. These fellows always "broke their pick" with me. I could not avoid cultivating a prejudice against them that caused them to be many dollars out of pocket in a year.

John Talman, Newspaper Librarian Minnesota Historical Society

You will regret it sorely if you enter complaints as to how your contributions are cut or otherwise handled in the home office. If you write the managing editor criticising the changes his news or telegraph editor makes in your copy you are morally certain to create an antagonistic feeling toward yourself in that newspaper office and your finish will not be remote. Watch carefully the manner in which your stuff is edited and in preparing your copy conform as closely as possible to the style in which the editorial pencil shapes your writings. The correspondent, who sends in his stuff in such shape that few, if any, changes are required to bring it in line with the style of the paper he serves, endears himself to the heart of the editor and is bound to be a gainer. Many a reporter has secured a good, responsible position on the office staff of a newspaper thru the zeal, intelligence and efficiency he has shown as a correspondent.

Begets Broadness, Comprehension, Charity, and Sympathy

In spite of all the drawbacks, discouragements and crosses incident to the occupation to which you have elected to devote your life work (and such, of course, are inseparable from all occupations), one cannot speak too highly of the rewards and advantages it means to you. No calling on earth so militates against narrowness of vision, so qualifies its follower to comprehend and sympathize with all classes and conditions of men, so enables him to grasp and analyze the meaning of events and situations and swiftly and unerringly fix the goal of their tendencies. The mind of the true journalist operates in orbits of not only world-wide but of universal scope, Narrowness and blind prejudice, so unpleasant, so lamentable a spectacle wherever seen, are all but unthinkable in the intellectual make-up of the newspaper man worthy the name. Let your minds be as broad as the skies and forever open as cathedral doors! If in your professional work, as in your private lives, you can cultivate charity, that sweetest attribute of the divine, you will find it a source of comfort, serenity and happiness unspeakable.

Honest Conviction and Sound Principle Necessary

I have heard many a journalistic old timer cynically declare that a newspaper man has no business to have convictions. Don't you believe it. Tho one must necessarily often relegate his personal opinions to the background in presenting the news in a strictly impartial manner, there is no place where honest convictions and sound principles constitute a more valuable asset or more surely entitle one to public respect and confidence than in a newspaper office. Therefore they should be cultivated assiduously and prized as safe, infallible mentors amid the doubts, perplexities and dilemmas that sprinkle pitfalls along the path of the newspaper writer or conductor.

Most Influential of All Civilizing Forces

Never forget that the institution with which you have chosen to identify yourselves is by far the most influential of all civilizing forces. Newspaper publicity is the most effective deterrent of evil that exists today. In this regard, as well as in popular influence, the press long ago outstripped the pulpit. Untold millions of people do not attend church, but they do attend to the newspapers. Both state and church have attempted to wipe out the custom of writing and circulating news letters, the earliest form of the newspaper. In April, 1572, Pope Pius V. issued a bull against these letters. This was shortly before the massacre on St. Bartholomew's day. His successor issued another bull against them in September of the same year, a few weeks after the massacre, directing that their writers should be condemned to the galleys. It is a notable instance of the "irony of fate" that the institution which was supposed to have the spiritual and moral interests of mankind in its keeping should be eclipsed in influence by the very agency of enlightenment that it did its best to destroy. All governments, both republican and monarchical, hold the fearless newspaper in respectful dread. Napoleon I. was more disturbed by the newspaper activities of his day than by the menace of a hostile army.

"Once a newspaper man, always a newspaper man." How true is this dictum! The journalistic calling abounds in fascinations and excitements unparalleled elsewhere. This is why men are drawn into the work and kept at it whereas an equal equipment of brains with well-directed endeavor would win far more profitable financial results in other fields of industry. In my own case, tho years ago I severed all active connection with journalism, I shall regard myself a newspaper man to my dying day. My interest in the work is almost as keen as when I derived means of livelihood from that work. No matter what the duties of the hour, my mind is still with the boys whose undivided energies are engaged in the task of keeping the daily readers informed of the world's happenings. Even my nightly slumbers are frequently invaded by the trials and varied experiences of active newspaper life, and I superintend the getting out of the morning paper sometimes amid difficulties and embarrassments that are no less grotesque than painful.

The Ex-Journalist Dreams

I

My journalistic days are gone for keeps.
  Newspaper methods, accurate or sloppy,
No longer plunge my spirit in the weeps.
  No longer am I forced to toy with copy,
Or be besieged by manuscripts in heaps,
  Struggle with speeches fustianized and choppy,
Write editorials, edit telegraph,
Cover assignments or direct a staff.

II.

But let newspaper habits once strike in,
  They can't be permanently put to rout.
Fight them you may like sixty or like sin,
  They'll stick your inner consciousness about.
The manifold annoyances, the din
  Of printing office life you can't shut out.
No matter how you kick with all velocity,
Like Sindbad's load they ride your corporosity.

III.

But it is when, in watches of the night,
  My form in bed recuperative laid is,
That nightmares of all breeds my soul affright
  And thrust it in a veritable hades.
Visions of olden days confront my sight,
  And each in guise demoniac arrayed is.
To mock this wretched wight, for quiet wistful,
Flock plagues and nuisances by the fistful.

IV.

I write a sparkling headline and 'tis sure
  To be too long or else too short to fit
The regulation type. Fewer and fewer
  Grow the swift moments in which must be writ
The blawsted sheet. I'm fated to endure
  A swarm of miseries enough to split
A thicker head than mine. With utmost ease
My pencils break—all are like flint or cheese.

V.

I am almost the only one in the shop,
  So many drunk or having a vacation.
Should I, as do the legislators, stop
  The clock, it would not bring about salvation.
Press time is close at hand. I fume and mop
  My dripping, bulging highbrow like tarnation,
And frenziedly bust gallus after gallus
And find my very conscience getting callous.

VI.

I've lost my pipe. My gummed-up glasses slip
  And smash to pieces. Who could be seraphical
While sailing thus a journalistic ship
  Among such shoals and breakers typographical?
No comfort comes from wonted midnight nip.
  Loudly but vainly on the laggard staff I call.
Salvos of cachinnation they unlose,
Decamp and let me stew in my own juice.

VII.

Now the Chicago Tribune waltzes in,
  All legs, arms, teeth and whiskers, and proceeds
  To glote o'er me and screech and kick my shin,
  My heart both outwardly and inly bleeds
To see the New York Sun and Press begin
  In yonder nook to swap abusive screeds;
And in another corner mark the Herald
In deadly combat with the World imperiled.

VIII.

Albany's Argus then into the ring
  Incontinently shies its ancient castor.
The Nation and the Boston Transcript spring
  A controversy over Zoroaster.
The Philadeplhia dailies bite and sting.
  A paper in St. Louis courts disaster
By sneeringly suggesting that I take
A chew of asphalt for my stomach's sake.

IX.

The foreman of the newsroom pokes his head
  Into the sanctum to serve notice that
My brains are made of frog's grease, dough and lead,
  And "You have no idea of where you're at."
The linotype men turn to brownies red.
  The galley boy becomes a purple rat.
The shade of Greeley gives my head a thump.
That settles it. I waken with a jump.

X.

Don't think, disgusted reader, that a spell
  Of jamesjams is the thing I suffer now.
I've merely done my very best to tell,
  In language sane and wholly truthful, how
Newspaper habits, once their thralldom fell
  Is fixed upon you, tearfully I vow,
Cling like a leech, no matter what your quality,
And can't be termed material for frivolity.

—John Talman.

At the Sea Shore

The Editorial Page—Its Advantages to the Country Newspaper

Address Before Country Newspaper Short Course at Iowa State College, April 21, 1916, by A. F. Allen, Managing Editor of The Journal, Sioux City

WE hear it said frequently nowadays that the newspaper is no longer influential as formerly, that the editorial page has lost its authority and is not read save by the few, and that whatever influence the newspaper has is centered in the news columns; in other words, that the newspaper's influence has been transferred from the editorial page to the first page. Even newspaper men, and presumably good ones, have been heard to talk like that. It must be admitted that there is some foundation for this conclusion, but it is true only in part. And newspaper publishers themselves cannot escape a share of the responsibility for the condition.

The causes of waning influence of the editorial page in our day may be summed up under two heads, namely: (1) the extraordinary emphasis which is now being placed on the news, and (2) the deliberate and studied neglect or subordination of the editorial columns. In this connection chapters might be written on the so-called commercialization of journalism.

It is probably true that the newspaper has lost the leadership it once held in public thought, but is it true that the people no longer read the editorials? It is true, and it is not true. Editorials will be read and are read if they are worth reading. Editorials will be read and are read if newspaper readers have confidence in the integrity, the sincerity and the good judgment of the newspaper in which they are published. The editorial page can be made an asset in any good newspaper, whether published in the city or in the country.

One of the mistakes that country newspapers frequently make is in underrating the intelligence and the discrimination of ther readers. I am prepared to concede that a large number of people never seem to do any independent or original thinking, but there is a respectable minority who do use their brains for that purpose. It is this class which is able to detect the editorial which is insincere, or inane, or pointless, or worse; the editorial which has been written against space, or the editorial of the "canned" variety.

Of all abominations, the conscientious newspaper should pray to be delivered from the "canned" editorial. And the editorial written to fill space is not much better. It is discouraging, and contributes to weariness, in reading our papers, to observe the extent to which editorial writing is mere space filling, not only in the weekly press, but also in the daily press. Numerous editorial pages display prominently "that tired feeling," and not much else, serving no purpose except to conform to the newspaper habit of publishing editorial.

If the editorial page has lost prestige and influence, one of the causes therefor is here.

Money Making Is Not All

I have not been a frequent attendant at editorial conventions, but at such meetings as I have attended I have been impressed by this fact: the discussions almost wholly related to the business and mechanical problems of the country newspaper publisher, and little or no time was given to problems of the editorial departments, as if there were no editorial problems, or as if the quality of the product needed no improvement. In other words, the newspaper man of today is less concerned about newspaper making than he is about money making.

We all recognize that the newspaper cannot live unless it makes money, and we also know quite thoroly that it takes a lot of money nowadays to make the newspaper. But I urge you gentlemen of the country press not to forget that you are members of a noble profession, the profession of journalism. I charge you not to lose sight of the ideals and the responsibilities of this honorable calling. It is entirely right and proper that you should make money, but let not your sole purpose be the making of money.

The newspaper man, whose only thought is his cash register and his balance at his banker's, not only has a distorted ideal of journalism, but he is depriving himself of the sweetest rewards of his labors.

The Fascination of Newspaper Work

The newspaper business, it seems to me, is the most fascinating business in the world. The longer one remains in it the greater the fascination becomes. It is not attractive chiefly because of its opportunities for money making, as many of us are abundantly able to testify. If we were concerned solely about money making we would not remain newspaper men. All the currents of life flow into and thru the newspaper office. Life is wonderfully interesting. No one has the opportunity to observe it and study it like the editor. Each day all the world is spread out before him like some far reaching panorama. The procession of events, great and small, marches before him in continual review.

It is the editor's privilege, no less than his duty, to analyze events, to bring separated facts together in their proper relation, to reveal the hidden meanings of things, to present the truth to his readers as God has given him discernment to discover the truth.

The editor is privileged to comment on every phase of life. He is prescribed only by the limitations of his own genius. He should be the reader's guide, philosopher and friend, in the field of morals and ethics as well as in the field of business and politics.

The editor who has no such serious conception of his privileges and opportunities is not awake to the dignity and worth of his profession.

But, you may say, such a conception of the editor's duty has no place in the work of the country editor. Ah, but it has. We are all country editors here in Iowa. The responsibility which rests upon us is identical. Our outlook is the same. We are not all occupying fields of equal size or opportunity, but there is work for us all to do in this ministry of enlightenment, each according to his ability and his opportunity.

That is a happy phrase, it seems to me—the "ministry of enlightenment." It is one which I have borrowed from a clergyman of Wayne, Neb., whom I heard in an address before an editorial convention last winter, and it was applied to journalism by one who conceived that the press had a mission and an opportunity as great, if not greater, than the ministry of religion, for while the pulpit speaks to hundreds the press reaches its thousands and tens of thousands.

The Prestige of the Editorial Page

But of what advantage is an editorial page to the country newspaper? That is the particular thing concerning which I was asked to talk to you. Does it pay? It would be difficult for me to say whether or not it pays directly in dollars and cents, but undoubtedly the indirect benefit is large, particularly in increase of prestige and influence in the community, to say nothing of the workmanlike pride and satisfaction which the editor derives from his task.

Would you not consider it worth while if you were of sufficient stature to be seen across the state? Iowa has had many country editors of that type, and it still has them. Iowa has elected country editors to important offices within the gift of the state, and it has sent country editors to congress. And the basis of their preferment was the character which they revealed as editors thru their newspapers.

I have in mind a little country paper published in one of the small towns of northwestern Iowa, which for many years was widely quoted from one border of Iowa to the other. This paper, as a newspaper, was hardly above the ordinary—just an average small town paper. But the editor published a column or two of editorial each week that commanded attention wherever it was read and which made him and his paper widely influential. For a long time this editor gave his state valuable service in the state senate, and he left his impress on our state thru legislation enacted during his term of service. He also has filled other state offices with distinction, but none so completely or with such credit to himself as his position as editor. Today, tho he is no longer in the newspaper business, his opinions command respect whenever he chooses to give them voice. The paper which he edited with such signal ability and which he made so influential now is seldom quoted or mentioned. The reason therefor may be found in the fact that when he sold it the editorial column dropped out and the paper vanished into obscurity.

Who shall say that an editorial page is not an asset?

A Notable Newspaper's Example

Other similar examples might be cited in our own state, but I wish to refer to a newspaper which illustrates in another way the power and the influence of a good editorial page, namely: the Republican, of Springfield, Mass. That paper has a reputation which is national; it is one of the most quotable and one of the most widely quoted and influential journals in the United States, and it has maintained that character thru three generations of the Bowles family. It is a character founded upon the supremacy of intellect. The Republican, I will venture to say, is not a journal that many of those here present would select as his ideal of a newspaper, news alone considered, for it still adheres somewhat rigidly to certain old fashioned methods in the presentation of the news. But by competent judges the Republican has been rated as one of the three best newspapers in this country, and its claim to that distinction rests very largely upon the excellence of its editorial page. Now the striking fact is that the influence and standing of the Republican are all out of proportion to its circulation. According to the latest figures to which I have access, the circulation of the Daily Republican is less than 15,000—it is 14,899 to be exact. That is under the circulation of a number of our Iowa dailies which we call the smaller dailies of the state.

Another way in which the editorial page may be of advantage to the country newspaper is the assistance it gives to the formation of character. One of the chief aims of such schools as we have here at Ames, and of all schools, is the formation of character in youth. Now it is just as essential that a newspaper shall have character, if it is to be raised above the dead level of mediocrity, if it is to possess and exert any influence in the service of humanity, as it is important that men and women shall have character to equip them for the work of life. No one has admiration for a newspaper that is lacking in character, that has not some well defined purpose, some positive convictions, some firmly grounded opinions that it is ready and able to proclaim and uphold.

"The best capital a newspaper can have," said the late George D. Perkins in one of his addresses, many years ago, "is confidence in the integrity of its character. The measure of confidence it has, ought to be held sacred by it and any betrayal of this confidence, no matter what the personal consideration, no matter what the promise of pecuniary or other profit, is an association with total depravity."

The Newspaper Without Editorials

The question as to whether or not an editorial page is of advantage to a country newspaper depends somewhat upon what kind of a newspaper you desire to publish—upon what is your conception of the newspaper business. Unquestionably newspapers can be conducted successfully, considered merely from the standpoint of dollars and cents, without an editorial page, or with one which is innocuous One such newspaper which is a tremendous commercial success is the Chicago Daily News, a paper never quoted and scarcely ever seen outside of Chicago. We have examples of this kind of newspaper in the country press of Iowa, one of the most successful of our county seat papers having an editorial page distinguished only either for its entire absence or for its remarkable freedom from anything which anyone cares to read or any exchange editor cares to clip.

I am not above confessing, however, that I have a different conception of newspaper making from that.

Newspaper Work and Journalism

It has been the fashion among newspaper folks ever since I can remember to deride the terms "journalist" and "journalism," preference being expressed for the terms "newspaper man" and "newspaper work." I used to be guilty of that myself when I knew less about the business than I hope I know today. Much of this kind of talk is mere posing. There is no objection to the terms "newspaper man" and "newspaper work." They are good, honest terms. Neither can there be valid objection to the terms "journalist" and "journalism" when rightly used. Of course, when the cub reporter labels himself a "journalist" we have a right to be disgusted, if not indignant But it seems to me that there is a very plain distinction between "newspaper work" and "journalism," which is not discreditable to either.

I am free to say that I have an aspiration to qualify myself in newspaper work so that some day I may become a journalist. All newspaper men are not journalists, by a long shot, but all journalists of necessity first must be newspaper men.

If you have a desire to apply to your business the practice of the principles of journalism, you certainly will consider it of advantage to you and to your business to have an editorial page as a part of your paper. The newspaper without an editorial page, in which the editor expresses his honest convictions and opinions, is an incomplete newspaper. This is true, it seems to me, whether you are publishing a four page weekly or a sixteen page daily.

In something which I wrote about this newspaper short course a week or two ago I suggested that no newspaper man could afford not to be a student of his business as long as he lived, for a lifetime of study would be insufficient for him to learn all there is to know concerning it. Likewise I will say that no editor can afford not to be a student of life as long as he shall have the strength for that study.

It is particularly the business of the editorial writer to study life. In that study he not only acquires knowledge and breadth of vision, growing in mental stature daily, but he also gains soundness of judgment and the ability to be impartial, to be tolerant, to think clearly, to discern quickly and to assemble facts in orderly relation. Another thing that comes to him, if he be constituted aright, is an imperishable desire for the truth.

Are not all these of advantage to us as country editors —of direct benefit to us personally and therefore indirectly helpful to our newspapers? Surely.

Editorials Peculiarly Valuable in Country Field

It seems to me that the editorial page can be made greatly advantageous to the country newspaper in ways not possible to the city newspaper. For the country newspaper occupies a field and has a mission which is peculiarly its own. The country newspaper is closer to its readers than is the city newspaper, for the same reason that the people of the smaller communities know each other more intimately. The country editor should be able to discuss the problems of his community—all those matters which are of direct and vital concern with intelligence and with sympathy.

It is not expected that the country editor shall attempt to discuss every current question or to comment on everything that is going on in the world. No one man can undertake to do that, and no one newspaper employing even a number of editorial writers can surround a job of those proportions. But within his limitations the country editor should be able to qualify himself as an expert on those questions which are directly in his range.

Right here a field for most helpful service is just nov opening up for the country editor. One of the objects of this newspaper short course which we are attending, and of the department of an agricultural journalism, which has arranged it, is to bring agriculture, or the farmer, and the country newspaper into closer contact. The college hopes thereby to be of assistance to the farmer in his work, and at the same time reveal to the country editor how, through co-operation with the farmer, he may benefit his own business. The country press and the farmer can do much through coöperation which will be to their mutual advantage. Their interests are directly related, for the country newspaper is the farmer's newspaper as no other newspaper can hope to be.

Editorials on Country Life and Work

I do not expect, nor would I advise, that you assume to tell the farmer, in your editorial columns, how to conduct his business. Such counsel as that it is better to leave to the experts. The business of agriculture, however, is a fascinating business—quite as fascinating, perhaps, tho in a different way, as the newspaper business. It is being made more attractive every day, as it is being developed into a science by research all over the world and by such schools as this college here at Ames. It possesses the elements of both poetry and romance, as well as its more practical aspect, and it offers a field for editorial comment and enlightenment, to say nothing of news reporting, which has scarcely any limits. The country editor should not hesitate to enter this field and to qualify himself for the intelligent discussion which it invites. In doing so he may be sure that he will have attentive readers and that he will be perfecting means for the constant widening of not only his own personal sphere of influence, but of the circulation and authority of his paper.

The editor who will cultivate the field of agricultural reporting and comment will discover, if he has not already discovered it, that writing of this kind is self education. Indeed, all editorial writing partakes of the nature of self education. The editor will find in agriculture and in even the ordinary duties and experiences of farm life much that is instructive, much that is inspiring and even much that is entertaining. He will discover that in the effort of man to unravel nature's mysteries some wonderful revelations of nature's ways and even some apprehension of nature's purposes have been and are being made from day to day. He will discover, too, that altho agriculture is the oldest industry in which mankind has engaged, and that altho we have learned much concerning it, in reality we are but on the threshold of knowledge. We now have the science of agriculture, and it is unquestionable that what we have already learned in this science is but a small part of what we shall know as we progress in its study. Surely here is work and opportunity for the country editor who hopes to make his newspaper serviceable to humanity.

Disciplinary Value of Editorial Writing

It seems to me that the disciplinary effect of editorial writing is not to be regarded lightly. Much of the work is done under the spur of necessity of one kind and another. Some of us are obliged to be diligent to hold our jobs, and others work because we are in love with our tasks. Some men, left to themselves in their work, are able to enforce discipline upon themselves and so keep themselves at the proper pitch, but many men are constantly in need of some kind of prodding. Happy is the man who has the will to be his own disciplinarian, but happier still is he who loves his task, for he will need no prodding.

Good editorial writing requires a considerable amount of thinking, or, in short, mental effort. Sometimes it is not convenient for us to think, or we have the spring fever, or we invent some other excuse, and therefore we procrastinate.

Of all evils under the sun, the habit of procrastination is among the most deplorable, particularly in newspaper work It is responsible, I do not doubt, for much of the absence of editorial in our country papers.

Daily newspaper work has its disadvantages, I am sometimes willing to confess, but there is not much opportunity in it for procrastination. The editions follow each other so frequently that it is next to impossible to put off doing anything for more than a few moments.

Procrastination is not only the thief of time, as the proverb alleges, but it is the thief of energy and ambition.

The best work in the world is done at high tension, with slight regard for the speed limit.

A task postponed is a task made only more difficult.

The editorial page is of sufficient importance to any newspaper, country or city, in my judgment, to justify the burning of the midnight oil in its production, if need be.

The Rich Rewards of Newspaper Making

If we as workers in this business of newspaper making are not able to derive from it all that is possible in the way of personal satisfaction, we will miss the highest joy of life. About all that any of us gets out of our work in a material way is the necessaries of life—food, raiment and a roof over our heads. If that is all we gain, and if we desire to gain no more, we are round pegs in square holes, and it would be to the benefit of the newspaper business if we were in some other occupation which requires no particular skill or exceptional quality of gray matter. The chief reward of newspaper making is not the cash balance at the bank, but the gratification which follows work well done and a task beloved. Take that away, and pride of profession, and there is nothing, I am confident, that could induce many of us to remain newspaper workers.

In closing, I wish to read two brief extracts from an address delivered by the late George D. Perkins at a meeting of the Upper Des Moines Editorial Association, held at Webster City, October 8, 1897, more than eighteen years ago. This message out of the past from a great editor and a great journalist seems apropos to the present occasion.

Mr. Perkins' Message

"Let me tell you right here, before it passes out of my mind," said Mr. Perkins, "that you cannot get along very well in making a newspaper unless you love your newspaper; and how can you love your newspaper if you cannot believe that it is generous and good and kind? There never was a human heart set into tune with the music of the stars, near by or far away, except by a gentle touch. What wonderful opportunity the newspaper has! It can laugh in any company of merry makers, when for others it would be impertinent; it can offer consolation at any grave, where others can have no voice. What a bond of sympathy the years may twine between good people and their country paper—if only the newspaper man has gentleness in his soul, and character to stand upon!"

And again:

"Everyone who can think has his ideals. With some they are hopeful dreams; with some, alas, they are hopeless dreams. No one anywhere does his work up to his ambition, but as he advances with his work his soul likewise goes marching on. It is a great thing to have some enjoyment out of the society of one's own soul. With newspaper people it ought to be accounted worth the sacrifice, if need be, of some columns of advertising and of some hundreds of subscribers. Anyway, one cannot escape his own society while he lives, however it may be when he is dead; and it stands to reason that he will profit himself most by making that society just as agreeable, just as satisfactory under the review of wakeful nights, and, in short, just as respectable, as possible, under his birthright and under all the discipline and education with which he can supply himself."

* * *

The Texas Press Meet in Largest and Most Enthusiastic Convention

By Mrs. Julia Lee Brown, 1419 East Boulevard, El Paso, Texas

THE largest and most enthusiastic convention in the history of the Texas Press Association was held in El Paso, June 6-9. A larger number of members were received into the association than ever before.

Texarkana will be the meeting place for the next annual convention. This will be held in joint session with the Arkansas Press Association. Earle W. Hodges, Secretary of the State of Arkansas, and also Secretary of the Arkansas Press Association, came to El Paso with a large following and after several convincing pleas, Texarkana was voted upon as the next meeting place.

Henry Edwards of the Troup Banner, Troup Texas, former Vice-President of the association, was elected to the Persidency. The closest contest for office was that of Vice-President, the contenders being C. B. Gilespie, managing editor of the Houston Chronicle, and W. Sherwood Spotts of the Bonham Favorite, Hamilton. Mr. Gilespie lacked three votes of having a majority on the first ballot. The entire vote went to Spotts on the second ballot.

Sam P. Harben was re-elected Secretary by acclamation. C. F. Lehman of San Antonio was re-elected Treasurer for the twenty-sixth time.

The other officers chosen were: Attorney W. A. Smith, San Saba; Essayist, R. W. Berry, Beeville; Orator, S. W. Adams, Ferris; Poet, Andrew McBeath, Temple; members of the Executive Committee, C. B. Gilespie, Houston; and J. M. Adams, Plainview.

On Tuesday, June 6, the meeting was launched in the Convention Hall of the Paso del Norte Hotel, and the entire day was consumed in getting things started. On Wednesday afternoon the members and guests were taken on special cars to Juarez, Mexico, where they were received by Mexican Consul Andres Garica, and escorted thru the old Mexican town, and shown points of interest. The editors expressed thankfulness that they went on Wednesday as the following day word was received from Washington to the effect that all American citizens be kept away from the Mexican border until further notice. On Thursday afternoon the guests were driven to Ysleta, the oldest town in the United States, and back in automobiles. They also were driven up to Mount Franklin, and other places in the city. Friday morning at 7:30 o'clock a special train left for Cloudcroft, New Mexico, where the editors spent the day. This trip was the climax of the convention, and immediately on the return to El Paso the members disbanded for their home trains.

Because of the National Editorial Association convention, which was being held in New York City, Lee J. Rountree, National President, and Will H. Mayes, Chairman of the School of Journalism of the Texas University, could not attend the convention held in El Paso.

Some of the most interesting papers and speeches were made during the session. Earle W. Hodges presented an argument for a just, fair and equitable law governing legal publication. He told of a publicity law that has been passed and made a success in the state of Arkansas.

C. L. Phillips of the Milford News read a paper on the "Most Effective Ways of Maintaining a Subscription

List." S. W. Adams of the Ferris Wheel also talked on the same subject. His remarks were based upon the problem of circulation liars whom he declared were a disgrace to the newspapers of Texas.

Joe J. Taylor of the Dallas News spoke on the "Characteristics of the Texas Press." Mr. Taylor said that he had investigated the situation thoroly and that the principal characteristic of the Texas Press is honesty.

Sam. C. Holloway of the Deport Times spoke on "How to Get Most Out of Country Correspondence." George A. T. Neu of the Brenham Banner advised country editors to lay especial interest on the editing of country correspondence in order to keep a paper from resmbling the famous "Bingville Bugle." R. J. Edwards of the Denton Record and Chronicle, who has made a phenomenal success in country newspapers, spoke of the importance of educating the country correspondents and using a businesslike system in the matter of handling the work.

"Little Economies I Have Effected in My Print Shop" was a paper read by T. B. Lusk of the Italy News-Herald. He reported that he had made a big saving in steps by arranging the shop conveniently and effects a saving by carrying all the material and equipment needed.

"The Effect of Ready Prints on Foreign Advertising" was outlined by J. M. Adams of the Plainview News. He declared he had used no ready print for twenty years and that he opposed all space grafters. W. A. Smith of the San Saba News spoke on the same subject, saying that the best thing he could say for the ready print is that it is the lazy man's friend, the tired man's helper, and an anaesthetic for the reader and the black flag for the cash drawer.

Following are some of the resolutions voted upon:

"That the ancient landmarks of Texas be kept from the vandalism of souvenir hunters."

"That the Association be in favor of a home for old and dependent writers in Texas."

"That the Association endorse the International Exposition to be held in San Antonio in 1918."

A farce resolution was presented to the effect that the Resolutions Committee capture Pancho Villa, the Mexican bandit and receive the $50,000 reward offered for his body.

The annual oration was delivered by W. A. Smith of the San Saba News.

An eloquent speech was made in the honor of retiring President, Walt. B. Whitman by J. H. Lowry of the Honey Grove Signal in his address made in presenting an elaborate chest of silver to Mr. Whitman on behalf of the members of the Association.

The new members elected to membership in the Association were voted on as follows:

V. B. Andrews, Houstan; W. E. Andrson, Goree; W. W. Aiken, Crockett; R. E. Billings, Menard; Geo. W. Bowman, Godley; E. W. Bracewell, Shiro; R. E. Bradbury, Mullin; D. C. Broyles, Paint Rock; W. H. Carpenter, Comanche; M. Lester Chambers, Winters; F. C. Checkal, Loraine; Chas. M. Church, Sunset; Dick Collins, Decatur; Tompson Cooper, Miles; W. H. Cousins, Dallas; D. H. Cummins, Brownsville; Jas. L. Crosby, Detroit; Sam J. Davis, Channing; J. C. Dionne, Houston; W. M. Ellis, Rusk; Harry Fisher, Humble; G. Fisk, Pilot Point; L. G. Goar, Johnson City; J. J. Gregg, Rising Star; Jas. S. Hair, Holland; A. H. Harris, Aubrey; J. Roy Hardin, Kaufman; Wm. L. Hoefgen, San Antonio; L. O. Harvey, Dallas; F. R. Jamison, Canadian; H. H. Jackson, Coleman; J. Felton Lane, Hearne; Ira Lawley, Groesbeck; R. C. May, Leonard; Clara May McKae; Frankston; W. J. Minton, Sherman; Will A. Medlin, Royse City; T. J. Molloy, Timpson; W. S. Neel, Dayton; M. E. O'Neil, Frisco; J. S. Peynor, Corsicana; W. W. Rankin, Caldwell; H. S. Reavis, Houston; Artemas R. Roberts, Waco; G. Clarence Smith Clarksville; J. A. Smith, Fort Worth; J. C. Son, Palo Pinto; Al. Thomas, Winnsboro; Maud P. Tanlunson, Texarkana; Hubert Thomas, Mineola; H. A. Turner, De Kalb; P. T. Vickers, Port Lavaca; Louis Van Meldert, Cedar Bayou; C. C. Watson, Midland; Frank L. Weimar, Ratcliff; T. J. Welch, Crockett; Lester H. White, Campbell; E. C. Wedemeyer, Hillsboro; A. J. Buchanan. Bryan; W. D. Riser, Rankin; Jno. Wood, El Paso; H. W. Boynton, El Paso; Jas. H. Walker, Balmorhea; Andrew McBeath, Temple; Joe G. Green, Itasca; C. A. Watson, Midlan; Bob Johnson Matador.

Reinstamtements were: J. E. Laney, Burkburnett; F. B. Whipkey, Colorado; Ed. P. Eason, Winters;Aug. C. Dietze, Karnes City; R. Roy Ruff, Wentz; G. L. English, Stamford; Chas. M. Barnes, San Antonio; Seth Gunter, Lindale; J. G. Murphy, San Angelo; C. I. Boynton, El Paso.

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Memorials

(Continued from July issue.)

William L. Black

On February 9th of this year, William L. Black of the Elgin Illinois, Daily News died at his home in that city. He and his wife had attended the Convention of the National Editorial Association at Los Angeles, California, and accompanied the party on the journeyings of that year; further, as in previous years, endearing themselves to the members of this Association.

Mr. Black had been connected with the News for thirty years as publisher and business manager and had become known and honored as a worthy conscientious newspaper man and as a loyal member of organizations devoted to the advancement of the calling. He was a man of fine business ability and a successful financier. He was President of the First National Bank of Elgin and Vice-President of the Elgin City Banking Company.

Those who know him best have said of him, that which all who had met him at our conventions recognized to a greater or less degree:

"He was gentle, kind and unobtrusive, yet firm in what he believed to be right. Socially he was a hospitable host and a delightful companion. He never antagonized with his opinions, altho he was a man of clearly defined ideas. He possessed a decided sense of fairness and a high sense of honor and integrity. He was a gentleman of high degree. Mr. Black was always absolutely fair in passing judgment and had a keen sense of right. He had a faculty of always finding the best in every one. He was universally esteemed and beloved."

W. C. Calhoun

Among the prominent delegates to the Thirtieth Annual Convention of the National Editorial Association, held in California, June 29th to July 9th, 1915, was numbered W. C. Calhoun, editor of the Rocky Mountain Magazine, published at Denver, Colo. He was a notable leader in Journalism of the Centennial State.

Mr. Calhoun was born in Urbana, Ohio, in 1863. He is survived by a widow, and a son, W. C. Calhoun, Jr.

Mr. Calhoun always carried in his paper a "Do Good Unto Others" column, as well as one on "Cheerfulness," and his one ambition was to do good unto others.

The following editorial paragraphs, taken from his last issue, give an idea of his splendid character.

"Make happiness a habit. Just think and talk happiness and it will be yours."

"What matters then where your feet stand or wherewith your hands are busy, so that it is the spot where God has put you, and the work which He has given you to do."

"There is beauty and benefit to mankind in everything in nature. You need only to look in the right place to find it."

"Think pleasant thoughts: express cheerful words; look on the bright side of things. The darkest cloud has a silver lining. Night brings out the stars. God and the universe want to make you happy."

Benjamin F. Louthain

Benjamin F. Louthain, editor of the Logansport, Ind., Pharos-Reporter and President of the Pharos-Reporter Company, is another who had been a long time and honored member of the National Editorial Association and who attended the California Convention, to pass away during the year, after a long illness. He was sixty-eight years old and one of the veteran editors of Indiana. He had been in ill health for two years. On his return home from attending the last Convention, his decline was rapid and he was bedfast for the last two months preceding his death. Physicians pronounced his trouble due to organic heart and Bright's disease.

Mrs. Harriet Lynch

Mrs. Harriet Lynch, who made many friends on the California trip of the National Editorial Association last year, when she represented the Press Writers' Club of Chicago, died January 31, last, of cancer of the stomach, after an illness of several years. Mrs. Lynch was a charming woman whose strength was not equal to her ambition. She had written short stories and special articles and had she been able to have continued her work would have won recognition, for she had ability and talent, but her health broke down just as she was beginning this work. She was a widow of independent means, thus wrote mainly to gratify her inclinations, but she realized that money was the world's tribute to success, hence desired professional recognition. She was deeply interested in the Press Writers' Club, but was prevented from attending meetings of late because of her health.

The California trip was made under advice from her physicians in the hope of benefitting therefrom, and she improved, but at the holiday season she became more seriously ill and an operation was advised. She passed away at the hospital in Freeport (the home of her family) to the sincere regret of many to whom her many virtues had endeared her. She took a great interest in the N. E. A. whose meetings she had previously attended as a guest of Miss Huling.

James McDonald

Hon. James McDonald, Jackson, Michigan, printer, soldier, editor, statesman, died March 17, 1915,

Following the expiration of his term of service in the Civil War, Mr. McDonald bought out the Jackson, Mich., Citizen, then a weekly paper, made it a daily, was elected city recorder for several terms, then mayor two terms and subsequently was elected to Congress. He distinguished himself at Washington where he was known as the father of rural delivery.

Charles H. Newell

On March 16, 1915, passed away at the home of his mother in Oberlin, Ohio, an ex-president of the Michigan Press Association, Charles H. Newell, who conducted the Coldwater, Mich., Courier for nearly a quarter of a century.

John Penfield

On March 30, 1915, John Penfield of the Vicksburg, Mich., Commercial died at the age of sixty years. He had spent two-thirds of his life in Kalamazoo County, the most of the time at the printing and publishing business which today is being conducted by his wife, son and daughter. He was active in the Michigan Association for a number of years.

L. C. Feighler

On the 29th of May L. C. Feighler of the Litchfield, Mich., Gazette, died of pleurisy at the home of his brother, Len, of the National News, aged 47 years. He was ill but a short time. A few weeks previous to his death he entered upon his duties as Postmater of Litchfield.

H. P. Hethrington

In the latter part of June, H. P. Hethrington died at Harper Hospital, Detroit Mich., after undergoing an operation for intestinal trouble, aged 55 years. He was a printer by trade and at one time proof-reader on the Detroit News. In 1898 he became city editor of the Detroit Journal, and held that position up to the day of his death. He was a member of the Detroit Lighting Commission when the late William C. Maybury was mayor, and shortly before his death was appointed by Governor Ferris a delegate to the International Press Congress in San Francisco. His wife survived the loss of her husband but a few short months, her death being announced April tenth last.

Franklin Moore

On the 12th of July, Franklin Moore, long editor of the St. Clair, Mich., Republican, and an active member of the M. P. A. up to a generation ago, died at the age of 70 years. Twice he had been honored by appointment as postmaster of his city and served two terms as a member of the State Legislature.

Steve Hopkins

Steve Hopkins, who died at Port Huron about the first of last September, was foreman of the Romeo Observer in the sixties. When his employer several years later mysteriously disappeared, creditors placed Steve in full charge of the paper. Subsequently he bacame connected with the St. Clair Republican and at the time of his death had charge of the outside circulation of the Port Huron Times-Herald.

Ed. Forsythe

An enthusiastic member of the press fraternity at one time was Ed. Forsythe—editor of the Sheboygan, Mich., Democrat—whose death was recorded August fourteenth, 1915, aged 58 years. He was editor of the Bay City Press and later the Bay City Times. When these papers were subsequently merged, he disposed of his interest and with Milo Benell, established the Sheboygan Democrat.

Lewis J. Bates

An old newspaper man was Lewis J. Bates who crossed the dark river at the Clark Memorial House, Grand Rapids, Mich., last September at the advanced age of 83 years. He learned the printer's trade in the office of the Grand Rapids Eagle in the fifties when the late A. B. Turner was publisher and rose to the city editorship. He was on the staff of the Detroit Post (Zach Chandlar's paper) in the late sixties and subsequently was connected with the Lansing Republican, Detroit Times and other papers. He belonged to the M. P. A. in the eighties.

Frank W. Ball

October 14th last, we lost another old time member in the death of Frank W. Ball who published the Grand Rapids, Mich., Democrat in the eighties. He was ever active in Municipal affairs and in turn served on the board of assessors and cemetery commission. He was also honored by being made a member of the first new charter commission.

Harrison C. Jameson, Art G. Hunter and W. Pearl Westen

The State tragedy of the year in Michigan, so far as our fraternity is concerned, was that of August 31, last, when four young men—three of whom lost their lives in a pleasure boat accident on Reeds Lake, Harrison C. Jameson, aged 34, city editor, Art G. Hunter, aged 35, assistant city editor, and W. Pearl Westen, son of W. B. Westen, of the Grand Rapids Chroncile, an old member of this Association, aged 37, court reporter, all of the press, were victims.

Seth W. Driggs

Seth W. Driggs, who published the Coldwater, Michigan, Sentinel in the fifties died last spring after a week's illness, aged 85 years.

George P. Garrison, formerly publisher of the Boyne City Enterprise, died at the home of relatives in Traverse City last spring.

August seventh, William A. Gibson of the Traverse City, Mich., Record-Eagle, died suddenly at his home in Monroe, Mich., aged 80 years.

A former member of this Association was Frank Williams who years ago founded the Colomo, Mich., Boomer, The editor sought thru his paper to introduce phonetic spelling. It proved a failure and he became so discouraged that on August 20 he turned on the gas in the room and took his own life, his last remark being, "This world is no place for me."

On the 17th of August George A. Potts died at his home in Rudyard, Mich., aged 70 years. Before he lost his health he published the Saranac Local and in the years gone by was an active member of the M. P. A. and N. E. A.

General A. A. Stevens died at the home of his son in Grand Rapids, Mich., May 24 at an advanced age. In the late seventies he was part owner of the Grand Rapids, Mich., Democrat.

Early last August Albert M. Kramer of the Michigan Volksblett died in Detroit, Mich., aged 58. He had lived all of his life in the metropolis and succeeded his father, Mat Kramer, who was at one time an honored member of the M. P. A. in newspaper work.

The most of his life James Vandersluis, who died in September, aged 75 years, followed newspaper work and for years ran a paper in Grand Rapids in the interest of Hollanders. He served in the Civil War where he was correspondent for the Grand Rapids, Mich., Eagle.

Lawrence G. Grassley, Vice-President and Superintendent of the Monroe (Mich.) Record Publishing Co., died of heart disease at his home in Monroe last summer. He was well known to the publishing and printing fraternity of his part of the State.

John Lusk, for a long time editor of the Ulby, Mich., Courier, died in September, aged 70 years.

F. Bruce Smith, of the ad staff of the Saginaw, Mich., Courier died at the age of 64 years in a hospital last December from an injury received by being struck by an automobile. In point of view Mr. Smith was the dean of the Saginaw Valley Newspaper people.

(Regarding names of others who have passed away in different states, brief review of their lives are needed to complete the report of the Memorial Committee for publication in the proceedings.)

Lorenzo A. Barker

Lorenzo A. Barker of Reed City, Mich., was a widely known newspaper man and had resided in Michigan since 1853. His death occurred at Reed City November 29th last, aged 76 years. "Ren" was learning the printing trade at Battle Creek when the Civil War broke out and he offered his services to the country. He saw much fighting and was badly wounded. After his discharge he was more or less in turn interested in the Flint Globe and Hastings Banner. In 1884 he founded the late City Journal and later purchased the Reed City Clarion which he published for some 30 years. Two years ago he sold out and retired from active newspaper work. He was prominent in Grand Army Republic circles and for a quarter of a century was active in Press gatherings. At one time he was secretary of the West Michigan Press Association and served on the executive committee of the Michigan Association again and again. He served a term of four years as postmaster of Reed City. His wife and an adopted son survive the big-hearted, good-natured "Ren" Barker.

Charles Gay

Another veteran newspaper man to pass into the great beyond was Charlie Gay, who quietly closed a long and useful life at his home in Big Rapids, Mich., March 2 of this year, surviving the death of his life partner only a couple of years. Mr. Gay founded the Big Rapids Pioneer in 1862 when Northern Michigan was a wilderness, and remained continually and loyally at the helm for half a century, retiring in 1914. He too had been honored again and again by his Republican constituents, having held the office of County Clerk several terms, Justice of the Peace year after year, Deputy City Clerk for about a generation and in later years, Mayor of Big Rapids. He was 79 years of age and prominent in Masonic circles, at one time being at the head of the State Commandery. He was a member of the West Michigan Press Association in 1882.

Mrs. James Schermerhorn

Another lovable character who passed to the great undiscovered country since our last meeting, was Mrs. James Schermerhorn, wife of the well-known editor of the Detroit Times, former Secretary of the M. P. A. and later its honorary president. The lady was ill but a short time and her death was a shock to her many friends. She was widely known in newspaper, philanthropic and church circles.

Mrs. Elijah B. Pond

On July 11, 1915, Mary Pond, relict of the late Elijah B. Pond, newspaper publisher at Ann Arbor for many years, died at the university city, aged 89. In the decades gone by Mrs. Pond was well known thruout Michigan. Her husband was the first President of the Michigan Press Association.

The mother of William A. Moore, city editor of the Bay City Tribune died of heart disease on the second of last July.

As the Christmas holidays were close at hand, Mrs. Lily Willard Moore, wife of the editor of the Benton Harbor News-Paladium died of apoplexy. With her bereaved husband she was for years an active member of the M. P. A.

On the 23rd of December last Mrs. George W. Minchin, wife of the editor of the Evart Review, died at her home after a long illness during which she underwent at the Big Rapids hospital, operations for a tumerous growth. Mr and Mrs. Minchin were old time members of the M. P. A.

Grippe carried off Mrs. George Meredith on the 15th of January. Her husband is editor and publisher of the Mendon, Mich., Herald.

Mrs. John A. Bell died at her home in Detroit the latter part of March. She was the widow of John A. Bell for so many years in the employ of the Detroit Free Press and who rose from devil to Managing Editor. He died in 1893.

Mrs. M. Worsch of Jackson, so long connected with her husband in publishing the Volksfreund, died at her home March 13, after an illness extending over several years. She was well known in literary circles and with her husband was an active member of the M. P. A.

This list of near half a hundred members of the newspaper and printing fraternity and in the main, members and past members of the Michigan Press, who have gone to that far off shore since our last meeting, were known to many of us and should remind us that life is indeed an uncertainty.

C. E. Churchill

The death of C. E. Churchill caused many sad hearts among the Michigan newspaper fraternity. C. E. Churchill of the Petoskey News and Reporter and Churchill's Printery ahd elected a Vice-President of this Association at the Grand Rapids meeting last year, was on his way March 23 to pay a visit to his attending physician and was talking with a friend, when suddenly he reeled, fell to sidewalk and expired almost instantly. Mr. Churchill had resided in Petoskey more than thirty years and was actively connected with its best interests. He had published his paper many, many years, and ranked well to the front as a successful country publisher. His presence and counsel will be missed by this Association with which he had been actively connected for many years. His wife survives him.

Grant Goodrich

Perhaps no member of the printcraft in Western Michigan was better known or held in higher esteem than Grant Goodrich who for some fifteen years was associated with the James Bayne Company of Grand Rapids and who departed this life on the fourteenth of last December, a stroke of apoplexy carrying him off in his 45th year, and at a time when his services to mankind were more than ever valuable. From earliest manhood he labored for the betterment of the craft. He believed in thoro organization, both national and local, and the working harmoniously together of captial and labor. He was Secretary and subsequently President of the old Employing Printers' Association and following the reorganization of the Grand Rapids printing fraternity, placed at its head—was elected President of the now Printcraft Club. He was chairman of the entertainment committee at the big meet in Grand Rapids last year and we all know the Herculean efforts he and fellow committeemen put forth to make it successful. The love and respect held for him was evidenced by the great gathering of employing printers and publishers on the occasion of his funeral. His wife and two children survive him. Deaths of others, more or less connected with the newspaper and printing fraternity of Michigan, have come to our knowledge. Peter L. Dahn of Kalamazoo, publisher of the Holland American, died last March. Alf Galbraith, who entered the office of the Flint Journal thirty years ago and was correspondent for the Detroit Free Press at least a decade, died in the hospital a few months ago. He was at the time of death Secretary of the Flint Board of Commerce.

John S. Flanagan

John S. Flanagan, publisher of the Charlestown, Mass., Enterprise, died Saturday, October 23, 1915. He was a member of the Suburban Press Association of New England and later of the Massachusetts Press Association, attending very regularly and his contributions to discussions were always characterized by dignity, lucidity and kindness, backed up by intelligence. He was born December 26, 1851. When but a lad of thirteen, his father died, and he had to leave school and took up the labor of a printer boy with George H. Ellis of Boston. Through the years of apprenticeship he did faithful office work, improved evening hours in school, and later took a course in a business college, determining to recover, as far as possible, the educational advantages he had been compelled to forgo.

C. H. Dotem, the historian of the Suburban Press Association, writes the following instructive and inspiring words of his life and work:

"Innate literary ability was his, and the pen and desk naturally soon succeeded the case and composing room. The American Cultivator, Boston Sunday Budget, New York Sun and other publications, employed his writing talent, and when the Charlestown Enterprise was established in 1881, with the late John B. Wright as editor, Brother Flanagan's mechanical skill and facile pencil were reliable elements of the undertaking. In 1885 he formed a corporation which purchased the interests of the paper, and also the Charlestown News. Brother Flanagan took control of the consolidation, and from that moment the success of the Charlestown Enterprise was assured. He made it a bright, newsy, reliable local force, which the city felt, for the paper was devoted to community interests, and every measure of public utility, social and civic service, had in the Enterprise the support and often the initiative of its energetic, far-seeing editor, whose unswerving object was the public good.

"In business dealing the paper was known for uniform squareness and fairness, and its reading columns were distinguished for ability, cleanliness and influential advocacy of the public welfare. Its printed pages were a reflex of Brother Flanagan's fine character and well ordered life, and the volumes of thirty years hold a record of good and of service of which his city and those who love him may be justly proud.

"Honored for his sincerity and personal worth, he cared nothing for political preferment, and would take no part in partisan strife, though thoroly loyal to democratic principles. Of the people and for the people he was, and in memory beloved.

H. M. Woodmansee

In February, 1915, died H. M. Woodmansee, editor of the Reporter of Lansdale, Montgomery County, Penn. He had conducted the Reporter for upwards of twenty years, with business tact and literary ability. He was known for his kindness of heart that ever influenced him to extend a helping hand.

Other deaths during the past year, of well known and successful editors of Pennsylvania, with no data furnished as to their lives and work, are, Charles J. Warner of the Daily Herald and Albert K. Neule of the Daily Register of Norristown.

Utah reports the death of William Glassman, who died on May 12, 1916. He was the proprietor and editor of the Ogden Standard. He was prominent and active in the politics of his state and was being mentioned, at the time of his death, for a delegate to the House of Congress. His newspaper had proved signally successful and he possessed those characteristics of public spirit and desire for useful service to his city and State that ever bring recognition in newspaper work.

Practical Pointers for Publishers and Printers

By H. L. Hoard, President of Wisconsin Press Association, Senate Chamber, Madison, Wisconsin, June 2, 1916

(Concluded from July Issue)

This is partly the printers' fault because they are so "noisy." A combination of printers in any county could get the work passed around at a ten cent margin above cost if they would get together and talk reason to the county board. But wild-eyed animosity and bitter rivalry with the certainty of a powerful roast if the lowest bid is not taken leaves a poor county clerk only one course to steer and that is where the trail looks reddest.

* * * * *

On Co-operation

Of course you all know that we have a most excellent cost finding system for country weeklies which can be put on at small expense by our special representative, R. G. Lee of Madison. Mr. Lee has installed the system in about fifteen offices and would like to keep busy. It depends on you. Unless we have your co-operation in this regard we must stop the work.

An Unfriendly Postal Department

As late as thirty years ago there was no limit to the sending out of what might be called "occasional" exchanges.

That is, if an editor wrote something which he thought worth while and which he thought other editors might use to the advantage of the public he could send out as many copies as he pleased at the pound rate of postage.

Later a postoffice department ruling made it necessary to mark all such copies as sample copies.

Still later sample copies were reduced to 10 per cent of the circulation. An editor of a 500 edition can send but fifty copies to the 700 editors in this state. These rules rode rough shod over the time-honored privilege which editors had long enjoyed of exchanging views without being burdened with sending their papers continuously, as to a regular subscriber. In adjusting its rules so as to concerve the enlightenment of the people and to advance civilization and culture the Post Office department has seemed to be troubled with a lack of statesmanship and a plethora of mercenary trade intuitions. Because our postoffice department comes the nearest of any of our great governmental departments to paying its way, through its cash receipts, our successive postmaster-generals have seemed to lose sight of everything of educational value and to have been able to look for a cash balance only. If the other governmental departments were reduced to a profit-making basis in dollars, they would long ago have been shut up. Like thoroughbreds in box stalls they have been given better light, air and feed.

I criticized some previous action of the State Fair Board and sent copies of our paper to the 600 editors of this state. I had to pay over $6.00 for the seventy-five pounds—ten times the pound rate. The Third Assistant postmaster-general, Mr. A. M. Dockery, wrote me as follows:

"Although it has never been deemed necessary to question the mailing at the cent-a-pound rate of postage of a few complimentary copies, provided the interest which prompts the publisher's action is a friendly rather than a business one, it would not appear that the copies referred to come within this class of cases."

Here you see friendship preferred to enlightenment which Dockery tries to bury under the word "business."

The sentiment of helpfulness which inspired the founders of this republic in fostering the country weekly has, in successive unfriendly hands, gradually given way to at least partial hostility. Paraphrasing Julius Caesar, I ask, "Shall we supinely submit to these indignities or by rising end them?" Personally, I am for fighting this unfriendly encroachment. I call your attention to the fact that not a single ruling of the postoffice department in the past forty years has shown increased friendliness to the struggling country press, but in every case it has been less friendly and more restrictive and hurtful than before.

H. L. HOARD.

H. L. Hoard, President of Wisconsin Press Association

Preparedness, Public Highways and the Press

Address of Homer D. Wade of Texas, Before the National Editorial Association

A NATION'S internal weakness is her extremity. No remedy need be applied that does not touch the vital spot. Our country's strength can be added to by the remedy of preparedness, but it must be the kind that starts inwardly and works outwardly. Nothing short of this will effect the real cure of our Nation's weakness.

There is no intention in this discussion to minimize the idea of external preparedness. No nation in times like these is safe or even complete without adquate coast defenses, merchant marines, battleships and their auxiliaries, as well as a strong standing army.

But the foundation for our greatest defense should exist in a thoro and effective school system, a comprehensive idea of practical agriculture, improved transportation lines, both land and water, etc. However, none of these can be brought to their highest state of efficiency without an adequate system of public highways. A deficiency in these fundamentals creates a national weakness.

My conception of preparedness is that it is a force that completely vitalizes national life. I submit, however, that this vitalization begins internally. The fact that more people are affected by our public highways than any other one factor in economic life makes this question the paramount one in internal preparedness.

Statistics show that forty per cent of the cost of marketing all products is consumed in transportation charges. Agriculture is the basis of all economic wealth. The majority of the population of this Union is engaged in agriculture or production. These facts being true, there is just cause for the importance of this question of the need of adequate public higways being urged.

Experience demonstrates that a ton of products can be carried by steamship lines for a thousand miles at the rate of $1.25 per ton. This same ton can be transported by rail for 250 miles at a cost of $1.25. But if we take it over our public roads five miles, it cost $1.25. To put it another way, under our present system of public highways, it costs our farmers as much to haul a bushel of nine and a half miles, as it costs to transport the same bushel of wheat from New York to Liverpool, a distance of 3,000 miles.

The people of the United States pay twice as much to carry their products to market over the rural road system now employed as any other nation on the globe.

The middle man gets credit for much of the high cost of living; but a considerable portion of this charge should be laid at the door of the poor public highway system of this country.

Let us demonstrate our weakness in this direction. There are 2,273,130 miles of public roads in the various states of the Union. Of this great mileage 247,490 miles are improved. The improvement of this two million miles of unimproved roads would cost not less than four billion dollars; but it would add more than eight billion dollars to our material wealth, besides giving a national strength that can never be shaken or disturbed.

It is encouraging to note that progress is being made in this dircetion. More improvements have been made in our public roads during the past decade than during the half century preceding. Official figures show that more than a hundred million dollars was expended last year in the construction, maintenance, and improvement of our public highways.

The Press Affected

But the question arises, why inflict the National Editorial Association with a discussion of this subject? First, it is a great economic question and the one that affects more people than any other one problem. The press is the beacon light that points the way to economic life. Hence, its duty is plain. Second, the press is vitally affected. It is unnecessary to give figures to show the enormous increase in the circulation of newspapers, magazines, etc. since the inauguration of the rural free mail service, for this is a matter of common knowledge. We have today 43,652 rural mail routes in the U. S., with the combined length of 1,060,679 miles, or mail routes, covering nearly one-half of the public highways of the Union. If the entire mileage of the public highways were improved, the rural route system could be carried to more than half the families of the Union, and this would mean the quadrupling of the circulation of the newspapers and magazines published. It would also mean an increase in wealth, knowledge, and intelligence in the same ratio.

The more improved roads, the more rural routes; the more rural routes, the more newspaper readers; and the more newspaper readers, the more intelligent our nation becomes. At least, these are the conditions that should obtain.

Upon the nation's intelligence depends her efficiency. Upon her efficiency depends her national strength.

The only enduring monument the Napoleon left in France was the great road system he built. But for the wonderful improved public roads in Germany, she could have never proven impregnable up to this good hour. In fact, the preparedness of any nation can best be judged by the improvement of her public highways.

The longest step that has been made in quickening the nation to an awakening to this great internal need is the passage by Congress now in session of a Good Roads Bill, along with other preparedness measures. It is gratifying to note that this measure carries with it the idea of Federal aid upon a coöperative basis. This is preparedness that begins "on the inside," and is a force that will not only estop internal weakness, but is the serum that will forever immunize this country from internal stagnation.

I have no sympathy with the cry of "pork" in any of these great economic and protective measures. On the other hand, I believe it is the duty of our government to lend its aid in affording the greatest possible advantages in the matter of improving our public highways, adding to the efficiency of rivers and harbors, and increasing our army and navy. In this way the great principle of our nation's strength is conserved, both in adding to the internal and external preparedness.

And finally let me say that improved highways are the golden chains that link the rural and urban communities together. They are the sweetness in the honeycomb of rural life. They are the milestones of progress, the signals of prosperity, and the bridge that spans the chasm between ignorance and intelligence. They are the arteries of rural commerce, and the avenue of peace, happiness, and plenty. They are the open sesame to morality and virtue, and the path that leads from darkness to light. They are the home builders, the mortgage lifters, and the only real way to a certain consummation of "Back to the Farm Idea."

And last, but by no means least, they are the harbingers of peace, messengers of patriotism, and the living monuments of real and effective preparedness.

* * *

United Typothetae and Franklin Clubs News Notes

July 18, 1916

THE Thirtieth Annual Convention of the United Typothetae and Franklin Clubs of America, will be held at Atlantic City, September 12, 13 and 14, and will be one of the best ever held by the organization. Speakers of National prominence in printing and advertising circles will be on the program, which insures lively and educational topics of vital importance to the printing craft. Every printer owes it to himself and the printing business to attend this convention.

Mr. Harry S. Stuff, Western Representative, United Typothetae and Franklin Clubs of America, is at present in Cincinnati in the interest of the creative selling plan for printers and advertisers, being promoted by the National organization. Mr. Stuff addressed the convention of the Associated Advertising Clubs of the World at Philadepia last month, and also spoke at the convention of the Tennessee Printers' Federation, held in Knoxville, during the middle of June.

Mr. F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, who has been at National headquarters compiling the 1915 Composite Statement of Costs, is at present engaged in installing standard cost systems in two of the large plants in Chicago.

Mr. Jos. A. Borden, Secretary, United Typothetae and Franklin Clubs of America, who has been spending the past two months in the East in the interest of organization work, has returned to National headquarters.

The Price List Committee of the United Typothetae and Franklin Clubs of America, has prepared a booklet, entitled, "Classification of Bindery Operations and Operation Numbers." This is a treatise on a system to compile records of various operations performed in the bindery. The booklet will be sent to printers who desire information on the subject. It will pay each individual well to investigate the system of collecting records of bindery production. Write National headquarters of the United Typothetae and Franklin Clubs of America, 550 Transportation Building, Chicago, Illinois, for a copy of this booklet.

The Composite Statement of the Cost for the year 1915, which is now being completed for publication and which will be issued within a very short time, shows an aggregate total pay roll and general expense of $8.750,000; for the year 1914, this aggregate amount was $5,614,000, and for 1913, $1,604,000. One can readily judge from these sums that many more standard cost systems have been installed in various printing plants since the year 1913, as these figures are collected from Standard Cost System users.

Prior to the convention of the Associated Advertising Clubs of the World at Philadelphia, in June, the United Typothetae and Franklin Clubs of America, with the assistance of Mr. H. H. Cooke, Chairman of the Graphic Arts Association, issued letters to the printers thruout the country, urging attendance at the convention; particularly the Graphic Arts Department. As a result of this effort, more than 200 members of the United Typothetae and Franklin Clubs of America were present, while heretofore there had been but a small fraction of that amount.

Mr. Jos. A. Borden, Secretary, the United Typothetae Franklin Clubs of America has been quite busy during the past few months. The report for April, May and June shows that 583 lines of service were rendered the membership.

Mr. Jos. A. Borden, Secretary, the United Tpothetae and Franklin Clubs of America, who spent the past two months in the east in the interest of organization work, visited a number of cities in that section and delivered addresses to the following organizations:

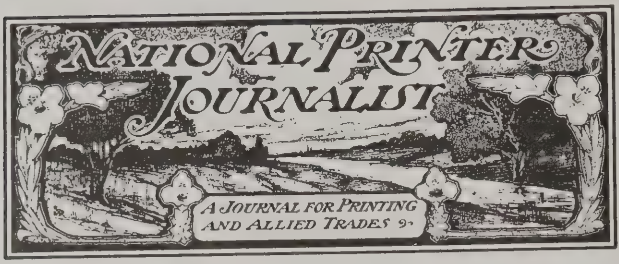
Typothetae of Philadelphia.
The Typothetae of the City of New York.
Master Printers' Association of Rhode Island
Connecticut Typothetae at New Haven.
Boston Typothetae Board of Trade.
Newark Typothetae.
Master Printers' Association of New York.
Graphic Arts Association of the Ad. Clubs of the World at Philadelphia.

* * *

The enrollment in journalism at the University of Missouri during the school year has reached the total of 326, the largest enrollment during the eight years since this first school of journalism in the United States was established. Of the enrollment 275 were during the regular academic year that closed in June and 51 in the summer session closing August 4.

* * *

The Puritan Machine Company of Detroit, Mich., owing to the enormous increase of business, have appointed M. R. Hilts as assistant to Frank M. Eldridge, Advertising Manager, appointment to take place immediately. Mr. Hilts has formerly been connected with the advertising department of the Oakland Motor Car Company and of the Paige-Detroit Motor Company.


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, AUGUST 1916

There is nothing worse for business, for the industries, or for communities, states and nations than distrust and animosity. These two are the sources of misunderstanding, destruction of confidence, of strife, of strikes, violence, and profitless, destructive war.

✧ ✧

Constructive, friendly, coöperation and legislation are the needs today as against antagonism and destructive legislation. Workers are not to be benefited by regulations, theories, acts or laws that will be injurious to the industries in which they are engaged or to the men who furnish them employment and pay them wages that must come out of the receipts, the earnings of the industry or business. Employers and operators have a common interest and should understandingly, honestly, intelligently work together that rewards to both may be greater, surer and more permanent.

* * *

Printers have had years of experience as to the unprofitableness of doing work without a thoro knowledge of cost and intelligent regard thereof in the fixing or giving prices.

Manufacturing has, as a rule, been done on a small margin of profit, with a dependence on efficiency, economic production and enlarged business. Competition is an element that always must be taken into account, yet it is not the only element. The production and sale of goods at the lowest, economic cost, increase business, insure quick sales, decrease the expense of salesmanship, and these are the very foundations of a permanent success.

It is certainly wise and laudable for the members of a calling to confer as to cost of production and when the cost has been ascertained, it is best for all concerned that the goods, whether printing, paper, or engraving should be sold at cost with an added legitimate profit. The wise law of all business is to live and let live. The finding and publishing and being guided by ascertained facts, cannot be held to be an agreement in restraint of trade. There is no profit in the end to a trade or to the people thru loss and bankruptcy.

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It was recently disclosed, in the investigation now going on at Washington, that a daily that raised its price from one cent to two cents, lost fifty per cent of its sales. Dailies furnished by carriers generally run from month to month, and how many, taking their paper from month to month, would stop on account of a raise in price is a problem to be only solved by trying. One difficulty with the newspaper is that the loss of circulation causes a loss of advertising and naturally a demand for lower advertising rates. The newspaper men seem decreed to bear the greatest amount of the burden involved, whatever turn they make, and it is not strange that they are demanding an investigation. No Commission can direct manufacturers as to the prices at which they may sell their products but agreements of combinations to enforce unreasonable prices can be set aside and the offenders against the law can be punished by fines and imprisonment.

From long experience in the printing business, we are inclined to the belief that most manufacturers and dealers intend to be fair with their customers. Unreasonably high prices curtail orders and overcharging destroys good will and tends toward permanent disaster.

✧ ✧

Very few newspapers of the United States have reached ninety-five years of publication. The Republican of Lyons, New York has that distinction, having been established August 3, 1821, and the rounding out of the period was justly considered worthy of celebration by a special issue. It was somewhat different from most anniversary numbers, in that the commercial idea was kept out. Editor Charles H. Betts explained in his leader, on the editorial page, the aim he had in mind and carried out, had been to make the edition a literary, historical and educational issue and not a commercial one. The paper contained thirty-six full, seven-column pages and the advertisements were carried in the regular twelve page news section. The twenty-four pages of the magazine sections are devoted largely to contributions, and Editor Betts contends, with evident good reason, that this edition—

> "Contains more originally contributed articles and letters from prominent and distinguished statesmen, thinkers, authors and scholars, than has ever before appeared in any single edition of a newspaper, magazine or other periodical in America, and perhaps the world. The collection and publication of these articles and the accompanying illustrations have involved an immense amount of thought and labor but it has been for the editor a labor of love."

Many of the contributions are from editorial friends and treat of the profession in an educative way. This is something that is being much neglected by the public press. There is no other calling in which the people are so much interested and no other agency that reaches, teaches, and influences the people so generally and so continuously as does the newspaper and they cannot be too greatly informed with regard to its objects, difficulties and accomplishments. The Lyons Republican is a most excellent home paper, and Editor Betts, who is noted for his thoroness, industry and enterprise, has well served his calling and his community in this signally able and instructive number, to which more extended notice will be given in an early number of the National Printer-Journalist and from which will be drawn much that is of direct value to newspaper makers.

* * *

From the earliest ages, laws have existed against agreements in restraint of trade. Such agreements are prohibited by Federal laws, by the common law and by statutes in most of the States of the Union.

A sudden, simultaneous and equal advance in prices, by all manufacturers and dealers in any articles of general use, is apt to carry with it, a suspicion of a combine. The recent advance in paper has awakened a doubt as to whether the same is based on sound, economic or commercial reasons or not, but rather the result of an illegal agreement to take advantage of the unsettled times to secure unreasonable profits.

A correspondent, in this issue of the National Printer-Journalist, asks all newspaper publishers and other users of paper, immediately to urge upon the President, members of Congress and Commissioners at Washington, a thoro investigation, with a view to fixing the responsibility and to restrain any illegal advance in price. Under our laws and theories of government, there can be no objection raised to the taking of action urged. We do not assume to know anything as to the justice or injustice of the suspicion as to an attempt at illegal extortion. The manufacturers of paper are the ones who ought to be correctly and fully informed and they ought to be willing, and abundantly able, to show the facts as to the conditions that have led to the advance in price. The fixing of blame, by those outside of the trade, will be difficult, still there may be such an array of circumstantial evidence as to make a strong case against the paper men.

The sudden advance in the price of paper must inevitably result in large losses to newspaper publishers and to printers, where contracts for work have been made in advance so that the increased cost cannot be passed to the consumer. Newspapers cannot readily advance either the subscription or advertising rates. Subscriptions, to weekly papers and periodicals, are generally paid, and advertising contracts made, a year in advance, so that the burden must be carried by the publishers for the better part of a year. Neither advertisers nor subscribers would stand for immediate advance in price without notice. There may be some saving in cutting down the size of the newspaper, but the people demand the news and economy along this line is likely to decrease the circulation.

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Eight engravers have recently been indicted in New York City under a New York State law of the crime of "making and entering into an agreement........whereby competition........in the supply and price of an article ....of common use was and might be restrained and prevented."

They may be guilty, but we confess, that at first thought our sympathies are strongly with the engravers. Their efficient and "ultimate plan is to put the so-called 'Standard Scale' in universal effect." If the "Standard Scale" is just and equitable, this is rather to be commended than condemned, but they should rely more on the good sense and honor of their members and less on agreements, excommunications and penalties that are of doubtful wisdom and of much more doubtful legality, and, then, when called to account, they should have either refused to agree to annul their action and be good or they should have kept their agreement with the prosecuting attorney when once entered into. A circular letter from the Secretary of the New York Trade Press Association states:

"We believe that every publisher should fully inform their readers of what is going on because there is no business that does not buy photo-engraving. This uncalled for increase in price hits you, your subscribers and advertisers."

It is doubtless the duty of trade papers to protect themselves and their subscribers against injustice and imposition, but, to this end, there should be a thoro, honest, unprejudiced investigation of the so-called "Standard Scale," tho it is stated that in some cases the old prices are doubled and it is called "unjust" and "it is now being tried in forty odd cities." There should be fair, kindly, tho of course, just and fearless treatment of our related craftsmen and workers. If they are only striving to secure honest, living prices, they should not be condemned, whatever condemnation may be meeted out as to the unfortunate methods used to accomplish the desired end by the Photo Engravers' Borad of Trade, that, it is stated agreed not only to stand by the prices named but entered into a stipulation to emloy only members of the Photo Engravers Union No. 1 and the Photo Engravers Union No. 1 agreed to work only for members of the Photo Engravers Board of Trade.

However just might be the object sought to be accomplished, the method used would certainly be construed as an effort in restraint of trade.

* * *

Last January when the publishers of the Courier issued a special edition containing the paper's annual chronology, and with it a special first-page article entitled, "The Diary of a Home Newspaper," there was no thought of any effort to attract attention abroad. The "National Printer-Journalist," however, took up the article and featured it in their February number, sending it broadcast to their subscribers in practically every English-speaking nation on the globe.

In the city of Invercargill, in distant New Zealand, the editor of "The Southern Cross Newspaper," perused this American magazine and was moved to write the Courier a letter under date of May 12, which arrived a few days ago, and which follows:

"Even in far-off New Zealand we get the National Printer-Journalist, and I was much interested in an article about your paper. I would like to see how you deal with the problem of how best to handle local news, and if you care to send me one sample copy of your journal I shall be glad to also forward copies of our representative paper. I publish a weekly paper."

Our readers will remember that an Illinois traveler wrote us a few years ago from Australia that he found in the interior of the Malay wilds a goat calmly devouring a copy of Hearst's Chicago American, and when he gave the goat a copy of the Gibson Courier he dropped the American and ate the Courier with every evidence of eager relish.

We are now awaiting the opportunity to smuggle a copy of this newspaper aboard the vessel of some polar explorers and get a line on the opinion of the penguins of the antarctic circle or the walruses of Greenland. And fancy Peary and Cook engaged in a hot encounter at the north pole over the privilege of sitting on the pole and reading the Gibson Courier!

(From the Gibson Ill., Courier, June 22, 1916.)

* * *

Mr. John F. Murray, well known to the trade thru his connection for several years past, both in Europe and America, with the Whitlock Printing Press Mfg. Co., died on Wednesday, August 2, 1916.

While still a young man, Mr. Murray's experience covered over thirty years' connection with the printing and press business. He was an expert pressman, some of the finest work turned out by the Stillson plant, with which he was connected at one time, having been done by him. The printing fraternity generally became better acquainted with him thru his later connection with the selling department of the John Thompson Press Co. For several years he was manager of the P. Lawrence Printing Co., Ltd., in London, England, where he was as popular and successful as in his home connectinos.

He was a fine, Christian gentleman, whose quiet and genial manner readily endeared him to those with whom he came in contact. He leaves a family consisting of a widow and two grown daughters.

Education for Printers at Harvard University

IN the moving of Harvard University Press to its own building a great step forward has been taken in the development of the printing course in the School of Business Administration. Not only does this incident mark a new and larger era of fine printing at Harvard University as well as an increased opportunity for the production of scholarly work but it also offers, through the close coöperation of the Press with the highly specialized courses in Printing and Publishing offered by the Graduate School of Business Administration, greater facilities for the training of men to fill executive positions in the printing industry. Mr. C. Chester Lane, the Director of the Press, is also a member of the Faculty of the School and in charge of the two courses. A laboratory and class room for the students has been established in the new quarters of the Press where many of the theories and problems discussed in lectures may be worked out practically not only under laboratory but also under shop conditions. The students in the courses in Printing and Publishing at Harvard University are thus offered a unique combination of study in a highly perfected university and also an opportunity for research in a practical printing and publishing plant.

The College year 1916-17 opens October 1. Following is a sketch of the courses offered.

First Year

The first year course provides an introduction to the technique of printing. As a full course it is intended to give the student a fairly comprehensive knowledge of the various operations and processes involved in the manufacture of a book, to show him the reason for each step that is taken, and to give him an opportunity to apply in practice what he learns in the class room.

As a half-course, the first half-year is intended to acquaint the student with the various fundamental processes involved in the production of printed matter and to furnish him with a nomenclature that will enable him to express intelligently to workmen the ideas that he desires to have carried out. The following subjects are among those considered: what type is, its material, founding, sizes, and measurements; principles governing good composition; electrotyping; printing processes; ink, its composition; and adaptability; the physical qualities of paper and its selection for specified work; printing office mathematics: binding, its general principles and as applied to book and pamphlet processes; the reproducing processes; principles of design, decoration and ornamentation; commercial, catalogue, and advertising typography.

The second half-year is devoted to the study of the problems peculiar to the printing industry itself, and as a continuation of the first half-year is intended to give a firm elementary basis for the detailed studies and investigations of the second-year course. Among the subjects considered are: the historical development of type forms; the selection of proper types for the composing room; printing-plant organization and management; routing; stock and supply departments; power, cost accounting; estimating; special printing office machinery and publishing.

In addition to the lectures, outside reading is assigned and visits are made to see in actual operation the processes discussed in the class room. Practical problems are assigned and conferences on their solution and the assigned reading are regularly conducted. Thruout the course the aim is to direct attention to the fundamental principles and no attempt is made to consider the innumerable details which the workman must learn in the shop.

The meetings of this course, as well as those of the second year course, are held in a special room in the Harvard University Press. Special laboratory equipment has been provided and many of the problems in design are solved practically as well as theoretically.

An optional visit, open to those who take the work of the first half-year, as well as to those who take the full course, is arranged during the spring recess to visit typical printing and publishing houses and also plants of allied industries in New York City. Contingent upon a sufficient number so desiring, the trip will be extended to include the large plants at Philadelphia and the Government Printing Office and Bureau of Engraving at Washington.

The four months following this college year are spent in a printing office, and the student then comes back to the school for his last year of instruction.

Second Year Course

The second year course gives the student practical experience in solving the problems which the superintendent or mananger of a printing office must face. This course is carried on in connection with an established plant which is being reorganized in accordance with the best principles in shop management. Thruout the work, theory and practice are closely related. The student is taught to design type pages of various kinds and to work out some of the underlying principles of design and harmony in type forms. He is given practice in preparing copy for the printer, in making out specifications, and in estimating costs. He studies the comparative effectiveness of machines and processes and he plans in detail the work of a plant after being supplied with the necessary handled. Special attention is given to the theory of cost accounting and practical exercises in installing and using a cost system are provided. A number of representative printing offices are studied, and critical reports are called for on various aspects of the establishments considered. Thruout the course the student is encouraged to specialize in the subjects to which he wishes to devote himself, and under competent guidance to undertake independent investigations. The results of the student's work in his special field form the subject of a thesis to be prepared in the second half-year..

The chief aim is to make the instruction effective and practical. The lectures are informal and are frequently interrupted for discussion, and each student is called upon, as the course progresses to work out a number of specific problems. In other words the instructors not only give information to the students, but they also make sure that this information is understood and can be correctly applied. In the conduct of both the first and second year courses the active coöperation of the Typothetae is received thru an advisory committee of that organization.

Admission as a regular student to the Harvard School of Business Administration is open to graduates of colleges or technical schools of college grade. A limited number of special students, may, however, obtain admission. It is required that the applicants shall be 21 years of age, shall be high school graduates, shall have had thre years' experience in the business, and shall satisfy the faculty of their ability to do the work.

Simplified Spelling Process

Paper by Dr. A. Gideon, Representing the Simplified Spelling Board of New York City, N. Y., Before the National Editorial Association

AFTER an educational campaign covering 10 years, the Simplified Spelling Board aims at present to enlist the coöperation of newspapers and periodicals in an effort to accustom the people at large to simplified forms in the ordinary reading matter of every day life. While the ultimate purpose of the organization remains the same as it originally was—to spread information concerning the history of our spelling and to point out how its inconsistencies and irregularities can be overcome, so that eventually we shall have an approximate agreement between the written and the spoken word—for practical purposes the Board now is urging the adoption by the Press of a limited number of words in simplified spelling."

Thus begins the story that has appeared in numerous publications thruout the country during the past year. It was prepared with a view to providing publicity and to both stimulate and justify adoptions by the newspapers.

The Fourth Estate has awakened. It has not slept, but only slumbered, after exhaustion from exploiting the news value of simplified spelling and displaying its cleverness in making funny faces at the movement when it was launched 10 years ago. The year just ended April 1st, opened with the adoption of simplified spelling by six metropolitan dailies constituting the Scripps-McRae League of Ohio newspapers and closed with similiar action by the Capper Publications of Topeka and the Philadelphia North American.

When this Board was organized, its aim was clearly enough indicated, altho its program of action may not have been definitely marked out by its promoters or plainly perceived by the general public. It was soon realized that much effort had to be spent in disseminating information, a need that has not yet entirely disappeared, before the worka-day world was ready to put into practice the changes in spelling recommended. While the educational campaign continued uninterruptly, a plan of procedure was evolved that promised and secured immediate results quite in keeping with the ultimate goal.

We want to make English spelling more regular and less wasteful. We expect to accomplish this by a process of gradual simplification.

The program itself is not novel, only its execution thru organized effort is. Leaving out of account earlier attempts to reform English spelling that antedate two centuries, Noah Webster sought to accomplish the same thing when he proposed the spelling "theater," "center," "sepulcher," instead of the anomalous forms, "theatre," "centre," sepulchre." The same end is sought when dictionary makers prefer "program," "catalog" to "programme," "catalogue," or when American usage accepted "labor," "ardor," for the style still prevalent in England "labour," ardour."

No sanctity attaches to the spelling of any word, not even to such venerated forms as "comptroller," "decalogue." If the fevor of worshipers of such spellings were susceptible of cooling by argument, a brief consideration of the genesis of some of their idols might reveal to them the purely sentimental source of their exaltation.

The spelling "comptroller" is unhistorical. This form gained currency in the 16th century, supplanting the earlier and more correct "controller," because some purist, in response to the restoration mania of the age, "restored" the "original" French form. The word, however, never had anything to do with the French verb "compter," meaning to count, to which its signification seemed to point, but came from Latin "contra-rotulator," meaning the "keeper of the counter-roll," the official whose business it was to keep check on the register of the other fellow.

In the group of words ending in logue, gogue, derived from the Greek, like "catalogue," pedagogue," the useless "ue," exercises its magic spell because it points out to the devotees of "etymological" spelling the origin of the word. In reality, however, no u followed the g in Greek. Its presence in modern English serves only to show that we got the word by way of the French, where it was inserted to preserve the hard sound of the g. But no such reason exists for retaining it in our tongue. It is not used in German, Italian, and other modern languages.

In another group of words a disconcerting difference exists, as p-r-e-c-e-d-e, but p-r-o-c-e-e-d, s-e-c-e-d-e, but s-u-c-c-e-e-d. These all come from the Latin "cedo," and should have reached us with a single representation of the e sound. The diversity is caused by a purely arbitrary and meaningless twofold method of denoting the length of sound, in one case by doubling the vowel due to Anglo-Saxon influence, in the other case, by using a final silent e to indicate the length of the preceding vowel, according to the French method. These words contain the same sound, they possess indentical ancestry and should be spelled alike. Only caprice accounts for the disturbing difference they exhibit.

Admitting that a complete program of spelling reform must contemplate the regulation of such and other anomalies, let publishers and editors not imagine that the promoters of simplified spelling, in defiance of all tradition, advocate sweeping changes in our spelling, such as would destroy the identity of our language, or add to the burden of the proof reader and composing room. In the picturesque words of the late Professor Lounsbury, they desire merely, "to wash the dirty face of our orthography. They wish neither to live and bring up their children, burdened by the age-long clutter of the past, nor to renovate the orthographic establishment so suddenly as to throw the present generation off the ordinary course of living. They begin by letting in light at the windows and clearing the desk of trash, rather than by raising a dust and dislodging the entire household."

In asking the coöperation of the members of the Fourth Estate thruout the English speaking world, the simplifiers realize that a publication whose appeal is to the great masses of men, dare not defeat its own purpose by appering in a freakish garb. The ordinary reader resents—and has a right to resent—having his thought arrested by a large number of unwonted spellings. At the same time has the general public not a right to look for improvements in spelling in the news column from which it gets its knowledge of the world's happenings? Or shall the latter serve as a storehouse for archeological junk? The modern newspaper reader, we believe, is justified in expecting the men who control so potent an educational force as the public press to coöperate, so far as lies in their power, with the other agencies of education.

Nearly two decades ago, after various learned societies had repeatedly gone over the orthographic situation with a view to bring about improvement, the National Education Association selected 12 words and recommended them for general adoption, in simplified spelling. This list which has been in use in all publications of that organization since 1898, includes, tho, altho, thru, thruout, thoroly thorofare, program, prolog, catalog, decalog, pedagog. It has won out for several reasons. First, the 12 words represent a saving of 31 letters, no small percentage in this day and age, when the item of news print paper counts. Then, the compositor readily remembers them, as they are reducible to three groups, the same changes occurring in all members of the same class. Finally, they are backed by the National Organization of School Teachers, and are recognized by the dictionaries.

Their acceptance by the great masses of men, however, depends less upon the support they receive from educational bodies, valuable as advocacy of that character may be to give them authority, than it does upon their wide and continued use by the press. Their regular appearance in newspapers and periodicals has worn down much of the prejudice they once aroused among the ignorant and unenlightened intelligent. Their use by leading journals, probably more than any other single cause, has obtained for them recognition in current dictionaries and will, at no distant period, oblige publishers of school text-books to adopt them universally.

Summary of Progress in the Press

At the ninth annual meeting of the Simplified Spelling Board in April, 1915, 70 publications were recorded as using simplified spellings. Today the number of newspapers and periodicals using at least the 12 words of the National Education Association amounts to more than 250, which shows an increase of over 180 publications. In addition signed orders and written notification of adoption have been obtained, from 36 editors and publishers, 50 more have agreed to make the change in their style card, while approximately 100 additional may be expected to take favorable action as the result of further effort. These figures represent the net results of work among about 500 newspapers and periodicals approached during the interval that has elapsed, (21 months) since the Board decided to push the campaign among the Fourth Estate.

250 publications which employ simplified spellings, with a total circulation of 12.000,00 are distributed over 33 states of which the most vigorous response has been received from the following:

		Circulation
Colorado	*65	480,010
Illinois	**56	4,938,769
Ohio	16	1,935,391
Iowa	14	1,206,329
Wyoming	13	14,320
New York	10	412,850
Kansas	9	1,712,100
Missouri	7	731,317
Minnesota	6	155,906
Pennsylvania	5	245,382

*Denver, 17. **Chicago, 40.

The awakening has been most pronounced in those States and cities in which an intensive campaign has been carried on, consisting of personal work supplemented by energetic follow-up activity. This circumstance is recognizable not only in the showing by the states, but particularly by the increase in the number of dailies, which are notoriously hard to "get." It is the business of a daily newspaper to deliver the news. The stuff must be gotten in a hurry, copy written, linotyped, proof-read in a hurry. The finished product is sold and read in a hurry. The editor hasn't time to be convinced that simplified spelling is not a freakish stunt, that might disturb circulation gains or interfere with the work of editorial and composition rooms. Personal, persistent, and aggressive work is required to obtain favorable action in this field.

Gains Among Dailies

More than 20 newspapers using simplified spellings, read the press dispatches reporting the April 1915 meeting of the Board. Today 92 dailies, with an aggregate circulation of nearly 2,000,000 distributed over 78 cities in 20 states, appear morning, noon and night in simplified garb. Colorado heads the list with 26 dailies in 17 cities, every newspaper of any consequence in the entire state, 5 in Denver alone. Illinois follows, with 13 dailies in 12 cities, Ohio 11 in 11 cities, and Iowa 10 in 7 cities.

Notable Adoptions

In April of last year, as the result of a conference at Cleveland with the Board of editors of the Scripps-McRae League of Ohio newspapers, the order for the use of 12 words went into effect on the Cleveland Press, (177,205), Cincinnati Post (193,317), Columbus Citizen (66,212), Akron Press (15,044), Covington Post (14,756). Altho included in the original agreement, the Toledo News-Bee has not yet put the rule in operation. The action of the Ohio league influenced nine other papers of the Scripps group in seven states to simplify their style sheet, but each had to be won individually.

In June the newspaper representative of the Board conferred with the American Association of Editors and Agricultural Colleges and Experiment Stations, in session at Madison, Wis., and secured the unanimous passage of a resolution adopting the 12 words for use in the printed matter of the association and urging their employment in agricultural bulletins and farm journals. A direct consequence of this action can be traced in the increased number of farm papers and weekly newspapers that use simplified spellings. Among the noteworthy periodicals of this class the most prominent are, American Farming, 160,000; American Poultry Journal, 65,000; Better Farming, 326,000; Farming Business, 100,000; Farm Engineering, 125,155; Lone Scout, 200,000; Saturday Blade, 1,250,000; Farm News, 400,000; Farmer's Wife, 750,000; Capper Publications, 2,000,000 nearly; Wallace's Farmer, 80,000; Successful Farming, 700,000.

A convention of the Illinois Daily Newspaper Association, at Chicago in October, indorsed the present campaign of the Board, as outlined by the Board's newspaper representative, adopted the simpler spelling of the 12 words in the publicity matter of the association, and urged their use by the individual members in their respective publications. This action has already added 10 Illinois dailies to the list of newspapers and will doubtless influence others of the 42 members of the association to put the rule in effect.

Announcement of adoption of the 12 words by the Philadelphia North American, in its issue of April 3, 1916, brings into our ranks one of the great eastern dailies, with 173,785 circulation. Other notable additions of this character may be looked for in the near future.

Prospects

With concentration, a campaign intensively conducted may be expected to accomplish results in the far east similar to the awakening that has taken place in Ohio, Illinois Colorado and other States. The press Associations that supply newspapers with telegraph and news matter and feature stuff are ready to coöperate with the Simplified Spelling Board as soon as a sufficient number of their clients can be persuaded to use the simpler spellings in their columns. The considerable space recently given to simplified spelling by leading newspapers in New York City and thruout the country, in editorials, news and feature stories, indicates a growing realization that simplified spelling not only "is bound to come," but has actually arrived.

The showing made as a result of the energetic campaign carried on during the past year, if the drive is kept up, leads us to expect that the number of publications in whose style book the list of 12 simplified spellings is effective will before long increase ten to twenty fold. Such progress is more certain to occur not only thru the support the movement receives from the 148 colleges and universities that employ simplified spellings, but especially when we secure the support of the editorial associations. In proof of this, the valuable assistance rendered by the action of the Illinois Daily Newspaper Association and that of the American Association of Editors of Agricultural Colleges is noteworthy. With the sanction of the large organization of which he is a member, notwithstanding the association exercises no control over the individual newspaper ,the editor or publisher feels encouraged to put into effect what his judgment approves. Not a few individual publishers are but waiting for this corporate indorsement of their associates.

Many editors have authorized the modifications in the composing room without waiting for action by state or national associations. It sometimes happens that the initiative taken by a single influential publication disposes other individuals in the same region or even a group to recognize, in the example thus set, a sort of leadership. In no instance reported to me has the rule for the use of the 12 words, when once made effective, ever been rescinded, by reason of confusion to the working staff, or objection on the part of readers, or any other cause. Whatever expressions have been received are either of acquiescence in the inevitable, or of satisfaction with obvious mechanical advantages.

The Next Step

Many papers that have been using simplified spelling for sometime are ready to include more words, others have already done so, after trying out the original National Education Association list. Every editor realizes that the change he is making is only a first step, to be followed, when the time is ripe, by a step in advance. No publisher is encouraged to bite off more that he or his readers can chew, but rather dissuaded from making sweeping changes.

In the estimation of the newspaper representative of the Board and with a view to his particular field of activty, the next step in the campaign would seem to be the use of t for ed, in accordance with the recommendations of this organization, by such newspapers as have accustomed their readers to the sight of "tho," "thru," "thoro," regularly in print. The fight for recognition of the 12 words can be regarded as practically won. No sane journalist fails to admit this. Furthermore, when it is realized that the list of 12 is automatically doubled in the composing room where catalog, decalog, pedagog, prevail, the superfluous ue, being omitted in all words belonging to this class, it will be granted that this number was a deep enough cut to make as a starter and until they had been generally adopted by the press.

It will thus be seen that the newspapers which have coöperated with the simplified spelling movement and those that will lend it their indorsement and support are not accessories to the crime of murdering the English language. Nor do they impose upon themselves a task which interferes with the performance of their proper function.

The story quoted at the beginning of this review closes with the following paragraph, the sentiment of which wins the approval of whoever takes the trouble to estimate the influence of the Fourth Estate upon the progress of a popular educational movement. "The newspaper is doing a splendid work in helping us to spread this valuable reform. The daily and weekly paper constitutes the entire library of a significant portion of the people. It familiarizes the masses with the advantages of simplified spelling by putting into practise what its promoters are claiming for it. In so doing, the newspaper is performing a social function of the highest order."

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FIFTY-YEAR RECORD

On July 1st Mr. Edward Cook, of Brooklyn, N. Y., completed his fiftieth year of continuous services with Leslie's. He entered the employ of Frank Leslie on July 1, 1866, as office boy and after two years was apprenticed to the printer's trade. He is now superintendent of the Leslie-Judge Company's printing plant. He has never held a position with any firm not affiliated with the Frank Leslie enterprises or their successors. Despite his long period of business activity Mr. Cook is still hale and hearty and it is the hope of his employers that he may long continue in the position in which he has given such loyal service.

Mr. Edward Cook, of Brooklyn, N. Y., Superintendent of the Leslie-Judge Company's Plant

Mr. Cook was born in New York City of German parents, but he says that there is no hyphen to his Americanism.—Leslie's Weekly, July 6, 1916.

OPPORTUNITIES FOR EDUCATION FOR PRINTERS

The approach of the beginning of a new school year is a time to be reminded of the opportunities for the better education of printers which have been arranged by the United Typothetae and Franklin Clubs of America thru their Apprentice Committee.

In addition to the various local schools for the instruction of apprentices there are three schools, each with a distinct field of its own for more advanced instruction.

The U. T. and F. C. of A. School of Printing at Indianapolis is for the training of skilled craftsmen. It has general and special courses in which the student may improve in general knowledge of the craft or may specialize in one department, such as hand composition, machine composition, presswork, design and color, cost-finding and estimating, etc. This school is operated by the U. T. and F. C. of A. and is under immediate direction of the Committee on Apprentices.

Catalogs and information may be obtained from Mr. T. G. McGrew, Superintendent U. T. and C. of A. School of Printing, 1500 East Michigan Street, Indianapolis, Indiana.

The Printing Department of the Carnegie Institute of Technology at Pittsburgh, Pa., is a real printer's college. It gives a technical course in printing similar, in general, to the technical training given for other industries. There is a large amount of practical work combined with the science and technology of the industry. It fits young men for positions of superintendence and executive work requiring technical, expert knowledge. The printing courses are conducted in close relation with the U. T. and F. C. of A. Committee on Apprentices.

Catalogs and information may be obtained from Mr. H. L. Gage, Head of Department of Printing, Carnegie Institute of Technology, Pittsburgh, Pa.

The Harvard School of Business Administration has a course in Printing tnd Publishing designed to train executors and administrators for the printing industry. The course covers the essentials of business administration, organization and conduct of business, commercial law, accounting, merchandising, and the like, combined with a good understanding of the printing business. The printing courses here also are in close relation with the U. T. and F. C. of A. Committee on Apprentices.

Catologs and information may be obtained from Edwin F. Gay, Dean , School of Business Administration, Harvard University, Cambridge, Mass.

All these schools are endorsed and recommended by the Committee on Apprentices. The National Apprentice Director of the U. T. and F. C. of A., Mr. Frederick W. Hamilton, 2 Park Square, Boston, Mass. stands ready to give information and advice regarding any of the schools.

All of this is of great importance to the industry as well as to the young men. These schools offer facilities for training young men whom the industry greatly needs.

Printers are urged to do two things.

First, to send students. It is desirable that the printers of the country should know about their schools, talk about them and patronize them.

Second, to take graduates into their service. If the printers will show a demand for these trained men the men will go to the schools and the demand will be met. If you want such men, write to Mr. Hamilton, the National Apprentice Director, and tell him what you want. Put the schools in position to say to all inquiries that there are more demands for graduates than can be filled.

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SERIOUSNESS OF PURPOSE FOR CONVENTION WORK

In an article of capitulation as to the character and results of the recent convention, in that city, of the Associated Advertising Clubs of the World, the Phildelphia Inquirer makes the following very satisfactory statements:

"A more orderly crowd of men and women, a more earnest band was never seen here before. We have had conventions here of which the memories are not wholly pleasant, but the delegates this week came for business and made pleasure a side issue. They came to learn and they came to do constructive work. It is not often that such meetings have really accomplished a great deal, since sightseeing has taken the place of work, but it was not so in this case.

"Even those who have read but casually the reports of the many speeches made at the various meetings understand that seriousness of purpose and high ideals have pervaded the convention. Naturally these business men are after success, but they are after the sort of success that wins for a long time. The watchword, Truth, which was on the official badge, was carried through every departmental meeting. Doubtless most of the delegates love truth for its own sake, and if there were others they at least know that it is the best policy in advertising. In the last ten years the business has developed wonderfully. It has become an art, a science and a profession.

"In older days it was common for some advertisers to say anything to attract custom, to imagine that truth counted for less than volume of sales. The old adage which came down from Babylonian times that the 'buyer must beware,' was accepted by too many advertisers as a cardinal principle. That has gone. It is unprofitable to issue dishonest advertising and it is getting almost impossible to do it in any event. Newspapers do not want advertising that is not honest and sound business men will not issue any other kind because it is unprofitable. Moreover, the Supreme Court of the United States has decided that advertising must be honest and that to give money's worth is not enough; one must give exactly what is advertised, and no less under any circumstance.

"At the meetings this principle was upheld by all speakers. We doubt if there was a single delegate who had any other purpose in mind. What they received was a great amount of technical instruction, some psychological stimulus and a corpus of knowledge that will make the coming year the most prosperous in their history."

"Seriousness of Purpose for Constructive Work" has become the great, controlling feature of America's workers, in all organizations and conventions, during the past two decades more than during all the previous years of the Republic's history. Annual conventions are no longer junkets or sprees. The use of wines or other spirituous liquors has been banished from convention banquets, as have been, on these occasions, miscellaneous treating and drinking. A higher, broader fellowship has been developed in the earnest seeking for knowledge, for mutual helpfulness and improvement. Constructive work and service, with efficiency and highest, most worthy accomplishment, founded on truth at every point, is now the controlling ideal, and therein is found all that contributes to good-will, friendship, health, strength, conservation, enjoyment, and good fellowship.

Community Service and Community Advancement

GIBSON, Ill., is a prosperous little city that is fortunate in having a newspaper, The Gibson Courier, that believes in "Community Service and Community Advancement." It deserves liberal support and for that very reason, as well as for its high character and enterprise, the citizens have added reason to be proud of the paper. Liberal support of a worthy home paper is a credit to the community that it serves. Like paper, like people. The citizens of Gibson are shown to possess the essentials to success; progressiveness, liberality, and a spirit of practical coöperation. Gibson has had difficulties to overcome that required united action and the difficulties unitedly met and conquered have proved a blessing. The necessity for an improvement that calls for a large outlay, but, when made, proves its great value, tends to remove the fear of liberal expenditures for the general good. One great accomplishment leads to other still greater accomplishments. The Courier, in its issue of June 8th, tells an interesting story as to Gibson's forward movements from one achievement to another, until the city leads in broad, well-paved streets, in wide, substantial cement sidewalks, in graded and high school buildings, in elegant brick churches, in handsome residences, in a waterworks system, better than any other in central Illinois and in all else that tends to make for all the utilities and comforts of a model, modern city, yet with new improvements, in lighting and other lines, being proposed and added. In the improvements, the highest quality and greatest durability have been sought, and the future, as well as present demands have been kept in view so that construction has been on large and liberal plans.

In the introduction to the gratifying enumeration of the things that have been accomplished, the Courier gives the following bits of the philosophy of progress that applys no less to Gibson than to any other city that expects to grow and thrive:

"It is axiomatic that it costs something to obtain that which is highly desirable. Early in life the copy book assured us that nothing of value is attained without effort.

"The general statements of fundamental fact apply to the acquisition of public improvements by a community. Wherever one drives into a city and finds pavements, waterworks, street lighting, manholes at the corners indicating adequate and sanitary drainage, it is safe to conclude that all these things had to be paid for. Philanthropists do not invest their money in such enterprises.

"A live town has these thinge because its citizens have realized their need of them and were willing to pay the bill. A live town doesn't stay alive any way but by keeping with the procession, or perhaps a step or two ahead of it. It is this steady march of progress in public improvements which is the cause of increasing values in real estate and constant additions to the population.

"The difference between the live and the dead town lies in the faith of the people in the future of the town. The people of the live town believe in their town and invest money in it, knowing the certainty of the returns, just in the same way the merchant buys staple merchandise six months before the season opens, and knows he will find sale for it.

"The people of Gibson City have shown their faith in the future of the town since the village was first planted in the swamp at a promising railroad intersection. In 1874 they astonished the natives for twenty miles around by building a brick school building which at that time was the best building to be found in any country town of Central Illnois. They outgrew it, and built an addition; outgrew that and built an annex. Frame churches were replaced with more substantial structures, which were in turn outgrown and replaced by the present buildings, as modern and ornate as money could make them.

But how shall the people understand the philosophy of wise, worthy, permanent city building without being told? How can they be so well told and urged to action, as by an enterprising, home paper, that has the whole world of city betterment to draw from for information, and that posses sincere interest and faith in, and unfaltering love for, the city and all people thereof whom it knows, understands and serves?

* * *

HUGH McVEY JOINS CAPPER PUBLICATIONS AS ADVERTISING COUNSELOR

Hugh McVey, an advertising man of national reputation, has taken work as advertising counselor of the Capper farm papers at Topeka, Kansas. Mr. McVey held a similar position with Successful Farming at Des Moines, Iowa. He will act as general assistant to Marco Morrow, director of advertising, and will continue the research and general promotion work in which he has been engaged for several years. He will coöperate with advertisers and advertising agencies in compiling data upon which merchandising and publicity plans may be safely built. His addition to the Capper force is in line with Arthur Capper's policy expressed in his often repeated injunction to his staff:

"Never solicit an advertisement unless there is a reasonable certainty of its paying the advertiser."

Mr. McVey's analysis of trade conditions is intended merely to help advertisers and agencies determine the why and how of reaching the ten billion dollar trade of rural America. His recognized ability as advertiser and merchandiser makes him peculiarly fitted to render this service.

The DesMoines Register and Leader, announcing Mr. McVey's resignation, says:

"Hugh McVey, who for the past three years has been associated with Successful Farming as advertising counselor, has resigned to accept a similar office with the Capper publications, owned by Gov. Arthur Capper, of Kansas.

"Previous to joining the Meredith organization Mr. McVey was for five years advertising manager of the Pierce publications and is one of the best known advertising men in Des Moines.

"In his present office with Successful Farming, a special field largely of his own creation, he has attained a national reputation for research and development work, and frequently is called upon to address conventions and other gatherings all over the United States. His activities are reviewed extensively in Advertising book for 1916, edited by Paul Terry Cherrington, of Harvard University.

"During his connection with the Pierce farm weeklies he originated the Survey, an annual publication, which is still continued, being a sort of hand book for national advertisers, giving a complete analysis of market conditions in the grain belt of the middle west.

"From its inception Mr. McVey has been prominently identified with the Des Moines Ad Club, and has been active in every movement looking to better advertising.

"He is also an active member of the Central Presbyterian Church and superintendent of the Sunday School, a work in which he has taken special interest."

A Successful Annual Newspaper Outing

Some Thoughts on Loyalty to Work and Co-Workers, Living as Against Merely Existing.

On Saturday, July 15th, the Elgin, Illinois, Daily News gave a most successful outing to the paper's employees and their families, which it designates as a "big family gathering." We like the calling of the members of a newspaper force "a family." It indicates a recognition of that closeness of interest, friendship, daily accord and relationship that should prevail in a newspaper office where all should work to the one end of service and creation, each day, of a publication that will command the respect, goodwill and gratified support of the members of the community. Each employe of a newspaper should feel proud of, and ever inclined, affectionately, to call the paper "our paper." It is a joint product of all the workers and gives support and employment to all under a friendly guidance, in a product that presents a complete entity and individuality to the people, who read it and should have every reason to believe in it and in the workers thereon, associating each, in thought, as being a part of the enterprise, sharing the work and responsibility, in its honors, in the glories and good will of its services and successes.

This "family" affection and pride is a valuable asset to the paper, and to the community, as well, in the happy conditions that result.

The family that is united in the dull routine of daily tasks, while each member seeks all companionship elsewhere and pleasure apart, is a family that will be divided against itself, with sure failure in the end. There must be a comradship, a union in social pleasures, in recreations, in the happiness of the carefree sports and contests. There is a high value from association in play and in "breaking of bread" together, altho, on these happy occaisons, much more than bread is provided to tempt and satisfy appetites and promote good cheer and cordiality.

Of course, on this occasion, there were contests in the great American game of baseball, and the interest proved so great that two nines were organized and games vigorously contended. There were other events in athletics, including running races for the girls as well as for the boys. Then there was speaking, when an attorney, who showed himself versed as to the ways of success in life, gave the boys some excellent advice—that really is just as good for grown-ups, even for editors,—saying among other things:

"Work while you work and play while you play. Do justice to every thing that you start. Never leave anything unfinished.

"While you are working for the Elgin Daily News, work for them. Do not kill time. It is the boy who works and sticks to his job that succeeds, not the boy who watches the clock.

"Some day the people of Elgin will expect something of you boys. You are going to grow up and branch out into the various works of life. Some of you will be the big men of the community."

Speaking of these remarks as being applicable even to

A HAPPY AND SUCCESSFUL OUTING

editors, reminds the writer, of a recent editorial in the Milwaukee Journal that was reprinted in the Chicago Evening Post of July 26, under the caption, "Living or Existing," as follows:

> "Are you living or are you simply existing? If living, you have some purpose before you for which to live. There is an aim in your mind, a desire in your heart for something beyond you today. To be just drifting and taking each day what the day brings without a thought for tomorrow, a thought for something better, is to be merely existing. You are no better than a plant, a withered apple or a dried-up potato, scarcely of as much use, for the apple or potato may still help feed a pig.
>
> "If you live, you are putting forth the best that is in you daily. Right use of the mind enlarges its powers. Year by year should find you advanced from what you were the year before. If no effort is made to advance in mind and character, you are falling behind. You are not unlike a stagant pool that becomes filled with undesirable life. When you are not seeking good, it is easy for evil to creep in. Decide each day to live, not merely exist."

A newspaper manager cannot do a more valuable service to the members of his force, from the youngest to the eldest, than to teach and inspire each and every one "to live" instead of merely "to exist." There is no real, full living without the healthful play of all the powers for useful, wholesome ends. There must be sympathy, loyalty, comradship, interest, activity and joyousness. There is no other calling that demands more of broad sympathy, abiding interest and earnest purpose than that of newspaper making. There is an infinity of detail and not one thing can be neglected. There is just as much need that a newspaper be properly, promptly and unfailingly delivered to its readers or subscribers, as that it be ably edited, filled with all the really informing, edifying, or entertaining news that is fit to print and that it be well and clearly printed.

Nothing that is human can be ignored by a newspaper or by newspaper workers and both sociability and rejuvenating play are intensely and usefully human.

Wise publishers and editors take part in, and sympathise with, the amusements, play and recreation of the members of their newspaper families, just as sincerely as with their tasks and the earnest, joyous performance of the same.

In its account the Daily News says:

> Prof. A. H. Lowrie, editor of the News, and Mrs. Lowrie were present and stayed until the last of the party went away. Mrs. Willis L. Black, vice-president of the Lowrie & Black company, came out after supper and spent the evening with the picnickers.
>
> **Carriers Have Great Time**
>
> Boys—newsboys and their boy friends—heard Attorney Charles L. Abbott, played games, ran, whistled and shouted at their first annual picnic. They were just boys and they had a great time.
>
> For three hours, from 1:30 o'clock until 4:30 o'clock, they "did things" at Wing Park. More than 100 of them gathered as guests of the News.
>
> Following Attorney Abbott's talk the boys took part in a series of events arranged by Walter J. Fay, sporting editor, and Edward Hoelscher, circulation manager of the News. Prizes were awarded the following boys:
>
> Running high jump, George Pritchard, Arthur Beusche.
>
> 50 yard dash, Mort Butler, Carl Ehlert.
>
> Three legged race, Robert Walters, Harold Walter, Charles Butler and Orlyn Dueringer.
>
> Broad jump, Milton Chaddock, Arthur Beusche.
>
> The big event of the afternoon came at the close of the races when the boys lined up for lemonade, ice cream and cake. Each of the boys was given a whistle. They grouped before the big Daily News sign to have their picture taken.

By courtesy of the News we reproduce this picture to show how happy and loyal were these young workers and how other newspapers can make their workers alike loyal and happy.

PRODUCTION INCREASED—COSTS REDUCED

"You have opened our eyes as to how output can be increased by the method advocated in your system for tabulating bindery production,. We are getting splendid results."

This expression from the superintendent of a printing establishment keeping bindery production records, illustrates what can and is being accomplished.

The many possibilities for increasing production in the bindery is a factor worthy of consideration, when debating with one's self whether to adopt the method of recording performances, as fostered by the Price List Committee of the United Typothetae and Franklin Clubs of America.

Whenever a job is begun in the bindery, there is posted in plain view a placard 11x14 inches in size; the name of the job, the operation and the previous highest record is marked thereon. In this way each worker is informed of the maximum rate per hour previously produced on a like operation.

In keeping the daily time tickets, employes are required to write the amount of work performed at the time they complete an operation, and check out their time. At the end of each day's period, the average of every employe is figured and the highest record posted. These outings are continued until the job worked upon is completed. Along with this, each morning, every employe working on any of the posted operations, is given a slip with his previous day's record, in order that comparisons may be made with the highest record produced for the preceding day.

Force of example is a very important matter. If production of an individual employe is continually kept before him from his own records, he can readily see by comparison with the wall charts whether his effort is equal to the results of some others. If he is below, this very fact is an incentive to spur him on to greater results, and many times he speeds up and betters the record posted on the wall chart.

This method of increasing production acts automatically and completely eliminates any of the unpleasant features of continually driving empolyes.

What the alert manager wishes most to know, and which to him is power, is exact knowledge as to what an individual or a machine is producing. He cannot himself do the watching, nor can his supervisors be expected to maintain a constant lookout over each machine and worker. He must avail himself of a system, which will show him without much detail what is being performed. Continuously, not for a few machines or a few workers, but every production unit in the plant.

Tabulations made after the method recommended by the Price List Committee give this information at a moment's notice; day in and day out, accurate, definite, undisputable facts in black and white.

Surely this must appeal to every printer and binder. All this information that has taken years to perfect, is available. and will be imparted to those who desire to increase their production and consequently reduce their costs.

Write National headquarters, United Typothetae and Franklin Clubs of America, for information on this subject. The booklet, "Classification of Bindery Operations and Operation Numbers," will be sent you on request.

THE QUESTION OF THE PRICE OF PAPER

A correspondent urges that, in harmony with the action of the National Editorial Association at its recent convention, all newspaper publishers make immediate and prompt protest to the President, to the Department of Justice, to the Trade Commission and their Senators and Congressmen at Washington, asking for direct investigation of the paper trade combination.

The writer states that of the 40 or more states of the Union that have editorial or newspaper associations of one kind or another, over half this number are said to be considering the advisability of taking official action and participating in the investigations that have been started by the Federal Trade Commission, in connection with the Department of Justice, on endorsement from the President. This investigation is based on Senate bill 177, presented by Senator Owen, April 24th.

The National Editorial Association Legislative Sub-Committee held a meeting at Chicago on the 13th and on the 14th the Audit Bureau of Circulations Advisory Board held a very important meeting. Both of these bodies entered heartily into the idea of sending out notices to the newspaper men who were not members of the A. B. C., but who were friendly to them or the N. E. A. The N. E. A. decided to at once engage the services of Hon. John B. Daish, with J. R. Hoover, Esq., to assist, to look after the legal part and Ex-President Rountree, of the N. E. A., is to be made the business agent and located at Washington, under a salary.

The New York Association, under President Ganett, have decided to raise funds and take a very active part in the contention for a proper investigation of the newspaper men's troubles. The Illinois society, several of the Colorado societies, are arranging to take official action. The A. N. P. A. will also take part in investigation proceedings.

U. S. Senator Owen from Oklahoma is the father of the bill that has brought about the present investigation.

U. S. Senator Penrose of Pennsylvania, in order to expedite matters and show that Congress means business, in having the paper trust investigated, informs the writer that a bill will be presented to Congress calling for a report to be made to the Senate, by the Trade Commission, as to what progress has been made on the lines suggested in the Owen resolution, Senate bill 177, presented April 24, 1916.

This is the only bill that went to a vote and under which the Trade Commission is now acting.

Congressman Dyer, of Missouri, is responsible for House Bill 202, calling for an investigation, "the manufacturers of paper have exhorbitantly raised the price of paper so as to levy an unjust amount on the people," etc. Senator Gore, under date of April 25, presented a resolution that the Federal Trade Commission be directed to investigate the rapid and unprecedented advance in price of print paper, etc. House Bill 212, presented April 25, by Mr. Hastings, refers to the fact that "the newspapers of the U. S. are being subjected to unfair practices in the sale of print paper, etc." House Bill 214, presented April 22, by Congressman Ferris, calls upon the Speaker to appoint a committee of nine of the House to investigate the high price of pulp and print paper and inquire as to whether or not the same is caused by manipulation, combination, monopoly, conspiracy, etc., and also investigate the profits derived by such companies since the increase, to investigate the relations between all companies and manufacturers, to consider the production, refining, transportation, handling, and the capital stock and ownership of the manufacturers' mills, the manipulating of prices and that such committee shall sit during the present session, compelling the production of all accounts, clerks, experts, employes, and no further person to be excused, even on the ground of incrimination. Further, that the expense shall be paid out of the contingent fund of the House.

These various resolutions cover all of the points, but only the Owen resolution is under investigation, but Senator Penrose's resolution will make the Commission show their hand as to what they are doing.

The work is only started, however, and every newspaper association should at once take action in the shape of resolution, forwarding copy of same to their Congressmen and Senators, and also a copy to the Department of Justice and the Federal Trades Commission, Washington, and in these resolutions, especially call attention to the fact that it is the desire of the applicants for an innvestigation, that the hearing should be oral and not mere filing of documents. These oral hearings are the best schemes of all and will win us our case but nobody will ever read over the filed papers except taking a glance here and there.

This reference to filed papers is that the Federal Trade Commission, a month or two ago, got up a schedule of questions which were to be sent out to every newspaper man and he was to answer as to his last three years' experience in buying paper, the prices, the quantity, dividing up territory among themselves, refusing to sell to one party, while they will sell it to another. Also discrimination in prices where, for instance, we know of one man who is to get his paper for the next year, the whole of 1917, at $2.05 per hundred pounds in his press room. How, if for any reason at all some one or all of the manufacturers can have favored customers of this kind they must show reason why the price has been jumped up to four and five cents to others.

We, the writer, thru counsel, happened to get a copy of this schedule of questions from certain officials in Washington but we have heard of no newspaper anywhere receiving its individual copy.

Neither have we heard of any great shipments of paper abroad, but we have heard that the Trade Commission have two men at work investigating some of the mills in New York State and possibly in the west. Apparently thus far this is all of the investigating that is being done and at this rate it will be long months before a thoroly complete investigation can be made, hence Senator Penroses's resolution calling for the Trade Commission to show the Senate what progress they are making.

GRAPHIC ARTS YEAR BOOK TO BE ISSUED

Word comes from Hamilton, Ohio, the home of the Graphic Arts and Crafts Year Book, that work is now being pushed on the completion of Volume VII, the finest review of progress in the Printing and Allied Trades ever produced.

E. Geo. Ertman, formerly of the Ertman Publishing Co. of Chicago, who has been made business manager of the Year Book, states that both editorial matter and printed specimens in this volume are of such exceptional value that the trade will welcome the new Year Book with open arms.

The book sells for $5.00 prepaid and of which six thousand volumes will be printed, has built such a splendid reputation for itself that already over one-half of the coming edition has been subscribed for in advance.

The "Asides" of the Annual Convention of the National Editorial Association

REGULAR sessions of the National Editorial Association are largely devoted to considering and discussing the possibilities and obligations of the editorial calling and the most effective methods of editorial and business management, of community promotion and service, while incidentally, plans are proposed and discussed for practical coöperation, the adoption of regulations and the securing of needed legislation. Naturally and helpfully, there is an awakening of thought, the sharpening of wits, the birth of new ideals, the promotion of feeling and purpose, or a professional esprit de corps. The sessions are educational withal, inspiring.

In all these regards the Thirty-first Annual Convention of the National Editorial Association must be given first rank as is shown by the accounts of Proceedings and the admirable papers and addresses published in this and preceding issues of the National Printer-Journalist.

The "Asides"

Incidental to every convention, but outside of the regular program, has ever been very much in the way of enlightening travel, observation and entertainment, fellowship and good cheer, furnishing intelligent enjoyment, while affording practical, concrete information object lessons of practice and successful performance, tending to the broadening of views, to clearer, better understanding and appreciation, leading, thru the examples of worthy accomplishments to higher and more definite aims and ambitions, to a better and more serviceable work, higher professional character and a better, more intelligent citizenship, while, thru association, lasting, helpful friendships are formed with those worthy members of the calling who have won and who are ever endeavoring for still higher achievements.

Past President, A. O. Bunnell, stated in his "Story in Outline" of the Association: "Its poetry is in the many and rare places visited, the cordiality of entertainment, and most of all, in the friendships formed so fine and lasting." In these regards from Niagara Falls to Mauch Chunk and Mt. Pisgah, on to New York, then to Long Branch and to Boston and then back to Philapelphia, the N. E. A. Convention of 1916, must stand preeminent, and at every place, the poets were ready with an impromptu song, adopted to some old, sweet tune.

We may not all create verse in numbers that express the sentiments but all, on occasion, feel the poetical fervor in their hearts. Truths that are so enshrined sink deeply, endure and are lasting in their influence on life.

At Niagara Falls

It was not strange that on this occasion of the editorial journeying there were those who found expression in verse, and that the singers joined in singing the words written to give expression to sentiments of appreciation, admiration, friendship, wonder and thankfulness. To those members of the Association who traveled by the N. E. A. special train from Chicago, enjoyed the hospitalities of the good people of Niagara Falls, after viewing the beautiful city under escort of members of the Chamber of Commerce and the local press, on specially provided trolley cars, viewing the sublime wonders of the roaring cataract, of the whirlpool rapids and scenery on the world famed "Gorge" route; partaking of a banquet worthy the hospitable hosts, listening to eloquent words of welcome, hearing the wondrous story of the utilizing of the power afforded by the ceaseless, on-rushing flood, for the electric lighting of cities and the turning the wheels of transportation, and great industries; giving back warm words of thanks for hospitalities, kindnesses and generous friendliness, indulging in the "flow of wit and feast of reason," and visiting a plant that generates 125,000 horsepower—impromptu typewritten verses appeared as by magic and the singers joined in singing of the wonders and lasting glories, witnessed, the good-will and friendships that had found permanent place in hearts and memories of the happy, thankful guests.

At Maunch Chunk

At Maunch Chunk, the editorial party took the electric cars, and, after interesting rides thru the village ascended Mount Pisgah, up and up the mountain's rugged face, 1,500 feet above tidewater, while scenery of enchanting beauty unrolled on every side, and at the summit a glorious landscape, mountains, plains, forests and valleys clothed in richest verdure, broke, upon forests and valleys vision, glittering in the sunshine in a vast circle, showing a sample of nature's stupendous perfection in landscape gardening. Then, by gravity, on the oldest railroad in America, Mount Pisgah's Plain was traversed, with views of hills, summits, little villages, with surrounding blue ridges of mountains, and Maunch Chuck was reached. No wonder that here the poet was inspired and that song enlivened the happy excursionists on the way into greater New York. The composition, on this occasion, was by a most delightful elderly lady, who endeared herself to the members of the patry, Mrs. Alice E. Bartlett, better known as Birch Arnold, of Detroit, Michigan, and ran as follows:

"On Pisgah's height we take our stand
To sing of thee, our Switzerland.
America, we proudly claim
With foreign Alps, a scenic fame;
O'er valleys stretching far and wide
Our mountains crown the country's side."

Then came the chorus:—

"Oh, Pisgah land, sweet Pisgah land,
Mauch Chunk and thou went hand in hand—
By skill and science paved the way
No doubt for us, the N. E. A.,
To sing thy charms, sweet Pisgah land
As long as we've a place to stand!"

New York's Magnificent Welcome

No wonder that the editor of the National Magazine, in dear old Boston, Joe Mitchell Chapple, he of "Heart Throbs," recalled the emotions awakened on Mount Pisgah, in responding to the magnificent addresses of welcome by those representative American citizens:—Honororable John Peuroy Mitchell, Mayor of New York, on behalf of the greater New York, the mightiest, most cosmopolitan city of Earth, that represents in its people, in its leaders, in business, in the industries, commerce, transportation, finance, authorship, education, law, medicine, book, periodical and trade publications and the broader journalism, the best and the greatest from every section of the Union; H. C. Bridgman of the Publishers' Association of New York City, on behalf of the largest and best newspapers, the greatest cosmopolitan press of the world, for the members of which he claimed a respect for editors and those who compose the newspaper fraternity unequalled by any community in the world, saying, too, that the rural press in helping fulfill the wide responsibility of the present time, will be more influential than the metropolitan press as they know their constituents better; Edward Percy Howard, President of the New York Press Association—on behalf of the real workers, the reporters and writers who gather and furnish the daily records of events, the news, that affords the basis on which editorial opinions and views must be constructed—as President of the oldest press club in the world that entertains the most distinguished citizens of the world including the Presidents of the United States and who declared that "the Country Press writers come nearer and closer to the hearts of the people, they know their readers; their responsibility lies greater on them"; John Clyde Oswald, who tho one of the Association, in a peculiar and happy way, represented the great city of his adoption, as the one who put in motion the plans for the welcome, the hospitality and the entertainments offered, and is in most friendly and close touch with all the interests that concern printers and newspaper workers, and is beloved by all as a worker for the highest and best interests and the most effective measures for betterment, and knows the city better even than the native born and who had decided that the editors should know all the best about New York, that was most worth while, that could be learned in a week; Charles H. Betts, President of the New York Press Association, who spoke for the newspapers of the entire Empire State, and did most valuable service in pointing out the early and successful fight in New York for the liberty of the press, and, by calling the roll of some of the splendid newspaper men that New York had produced who had been the pioneers and leaders in the development, that without them and their leadership would have been next to impossible—naming Bryant of the Post, Greeley of the Tribune, Raymond of the Times, Bennett of the Herald, Dana of the Sun and Pulitzer of the World; then the head of the great school of journalism, Dr. Talcott Williams, Director of the Pulitzer School of Journalism of Columbia University, who came not only with a welcome but with a cordial invitation to visit the school, to examine all the facilities provided for its successful, efficient conduct, and to accept its substantial hospitality. If the welcome tendered may properly be classed as an "Aside" to the regular proceedings of the Association, the New York welcome must ever be enshrined as the one that awakened the warmest feelings of appreciation and gave such an understanding of the metropolis of America, and of the high purposes, noble sentiments, hospitality and progressiveness of the leaders in city government, in social and civic betterment and in the different departments of newspaper making, as was abundantly and pleasinly enlightening and will remain to all the editorial guests an inspiration during the coming years.

It was a welcome that put even Joe Mitchell Chappel, LL. D., on his metal in responding but he arose to the occasion, as was fully demonstrated, in our July issue. His reference to the flag—when he said, "I am sorry that there is not in this room the radiance of the red, white and blue, so as to salute it as we never have before," and added later, "Back of those stars, boys, is a constellation, millions of stars, and those stars are lights of American homes. Yesterday, we stood on Pisgah's Heights and looked across to the promised meeting, why should not this meeting be a Pisgah, fearless and unafraid"—lead to another happy "aside," when the Massachusette delegation brought in an American flag, which was passed to the President, waved by him over the desk toward the assembled newspaper workers from all the States of the Union, while leading in singing "America," all rising and joining heartily in the patriotic song:

"My country 'tis of thee
Sweet land of liberty
Of thee I sing
Land where my fathers died
Land of the pilgrims' pride."

At the Times Building

At four o'clock, Monday, the first day of the Convention, the editors visited the great newspaper building of the New York Daily Times. The interest was heightened from the fact that publisher, Adolph Ochs, was to address the Convention and, by special request, to tell of the "how" of the wonderful upbuliding of the Times with the suggestive subject, "Interior and Metropolitan Dailies—Facts and Theories Tested by Experience." Mr. Ochs had given the theories twenty-five years ago, before the Association in St. Paul, and it was well that the editors should have the striking object lesson of the great twenty-four story Times Building and its equipment for the publication of a metropolitan daily newspaper, to prepare their minds for the story of what the country editor, of a quarter of a century ago, had accomplished in the mighty metropolis of the nation.

Something was told of what was seen in our July issue. The occasion was one of cordiality and of helpful words of explanation. A hearty welcome was extended by Charles R. Miller, Editor-in-chief of the Times, who extended the freedom of the building. Lewis Wiley, business manager, whose fame for efficiency and solid accomplishment is nation wide, also made a brief address and when he talks, as is frequently his custom, at the conventions of newspaper publishers and business managers—he says things instructive and helpful, as well as convincing of the fact that he is "onto his job."

George McAdoo, executive manager, also delivered a brief talk that further convinced the editors that their old friend and fellow-worker is fortunate in his associates and has been wise in his organization.

To tell the complete story of the business arrangement and the mechanical equipment would require a volume. The trip thru the building gave a view not only of the necessary equipment in the composing room, of which mention was made last month, but of the great perfecting presses with the folding, counting and delivery accessories; of the engraving, stereotyping and other facilities, the art department, rooms for editors, reporters, managers, circulators, and all the rest.

At the Pulitzer School of Journalism

A heavy rainstorm visited the city in the evening and somewhat delayed the editors from promptly keeping their engagement with Dr. Williams to visit the School of Journalism, but they were game and tho they experienced such a wetting as Atlantic coast rainstorms have to offer, the delegates and ladies reported by nine o'clock P. M. and enjoyed a most pleasant occasion, of which the Fourth Estate of New York gave the following brief outline:

Dr. Talcott Williams, director of the Pulitzer School of Journalism, Columbia University, welcomed the editors at the school. They inspected the school from top to bottom and then adjourned to a reception and supper with Dr. Williams and Mrs. Williams as hosts.

Don C. Seitz, business manager of the New York World, pointed out that the country newspapers have as their audience practically half of the population of the United States.

Bradford Merrill, publisher of the New York American, commented on the selling prices of newspapers. He said the question of whether a newspaper should be sold for one or two cents depended on whether it could be a financial success on a one cent basis. He pointed out that there are pronouncedly successful metropolitan newspapers selling for one cent, and he believes they will always continue to do so.

Passing to the oft-quoted statement that newspapers are dominated by the business office, Mr. Merrill said:

"It is not a fact, as has of late been too often intimated and maintained, that the business office of a newspaper is dictating to the editorial offices. It is equally false to say that the advertiser dictates the policy of a paper, that its editorial policy is not independent of the advertiser.

"The first instinct in the real newspaper office today is to the reader, not to the advertiser. One of the best proofs of this assertion is in the personnel of the business offices of today. Many of the men who are running the papers have been editors."

S. S. McClure, editor of the New York Evening Mail, related experiences during the five months he recently spent among the warring nations of Europe. He stated that all the people he visited, from the most scholarly to the lowliest, were firm in the belief that their nation was absolutely in the right.

Following the speaking, a most toothsome collation was served and a couple of hours of cordial, enlivening sociability enjoyed, the editors reaching their hotels at midnight, with a feeling that, in plan of operation as explained by Dr. Williams, in the courses of study and in equipment, this school must prove worthy of its liberal founder.

At Garden City. A Visit to the Publishing Establishment of Doubleday, Page & Co.

The American Printer tells so well of the "Asides," following the second day's session on Tuesday, in a visit to a great publishing establishment, that we are pleased, for the benefit of our readers, to reprint the same here, with thanks and full credit:

At five o'clock the party proceeded to the Pennsylvania depot, where a special train of five large steel cars was ready to take them to Garden City to the plant of the Country Life Press. Following the ride to Garden City the editors, who numbered more than three hundred, marched thru the beautiful flower-lined paths to the entrance of the Country Life Press, where they stopped and posed for a group picture, after which they were taken on a stroll thru the gardens and among the flower beds until luncheon was served on the lawn.

At the close of the luncheon John Clyde Oswald, of The American Printer, whose duty it was to furnish entertainment for the party, introduced Herbert S. Houston, who welcomed the editors to the Country Life Press. Mr. Oswald then called on President Lee J. Rountree, whom he introduced as the owner of Texas, and after Mr. Rountree had made a few brief remarks Mrs. Jackson, also a native of Texas, gave a short talk about her state and its celebrities in the literary line, following which the party was taken on a trip thru the Country Life Press, and then congregated to see the big three-reel feature showing how books and magazines are made at this institution. The pictures showed every operation in the making of books and magazines, from the time when the author brings his manuscript to the editor until the book is sold to the reader. All of the special machines were shown in operation; and other interesting points about the plant, including the hospital, the flower garden, the tennis court, the bowling green, and various other points of interests, were pictured.

Among the interesting points in the picture was an animated diagram showing the route a book takes thru the factory, and how all of the machines are placed so that the operation is continuous and lost motion is eliminated. The celebrated John Martin, editor of John Martins' Book, also was shown in action with a number of his youthful subscribers.

During the showing of the picture a bright and interesting explanation of every scene was given by Christopher Morley of the editorial department.

At the close of the entertainment every one received an envelope containing an advance copy of the July number of World's Work, bound in cloth especially for the editors, folders telling all about the Country Life Press and the much-talked-of book by Frank H. Simonds entitled "They Shall Not Pass," this being a story written around the incidents of the siege at Verdun.

It was after ten o'clock when the party arrived at the headquarters at the McAlpin, and many of them went to the Roof Garden, where they enjoyed dancing while others scattered to cabarets and restaurants around the Times Square section.

At Long Beach

At the close of the session Wednesday the editors boarded a special train to Long Beach as guests of the Long Island Press Association at the Hotel Nassau. The weather was bad, but this did not dampen the spirits of the large group to the number of nearly five hundred which made the trip. Among the souvenirs received during the journey was a nicely illustrated magazine entitled "Long Island and Real Life," a map showing the Long Island Railroad System, and special songs for the occasion written by Birch Arnold of Detroit, Mich. The editors spent the time singing and sightseeing until the beach was reached.

Upon arrival at the Hotel Nassau the editors spent two hours in sightseeing along the beach, playing cards, and some even braved the inclement weather by taking a plunge in the ocean. At 5:30 a luncheon was served, during which a colored orchestra furnished such excellent music that many of the party neglected the meal in order to enjoy the time in dancing.

At the close of the luncheon J. Fred Flugrath, president of the Long Island Press Association, who was in charge of the affair, introduced J. S. Keaney, of the Long Island Railroad, who welcomed the editors on behalf of his corporation. Mr. Flugrath then called on President Rountree, of the National Editorial Association, who gave a brief and forceful talk in which he praised the suffragettes for their fight and asked the editors to support them. At the close of Mr. Rountree's talk the orchestra broke into the strains of "Dixie," and from this turned to the "Star-Spangled Banner," while the editors stood and sang and cheered.

Mrs. Martin W. Littleton, founder of the Long Island Press Association, then gave a welcoming address, which was enthusiastically received, after which Mr. Flugrath called on Mr. Tomlinson, the newly elected president of the National Editorial Association, who made a few remarks.

P. M. Parker was then called upon for a few remarks, and at the close of Mr. Parker's talk the party adjourned and marched to the train. Arrived in New York, the editors divided between the two playhouses to which they were invited, namely, the Gaiety Theater and the Liberty

Theater, and many went to the former place to see Sir Herbert Beerbohm Tree in "Macbeth," while others attended the latter amusement house, where "The Fall of a Nation" was shown.

At Brooklyn Navy Yard

June 22 was given over exclusively to pleasure, and this consisted of a sightseeing boat trip around Manhattan Island, which started about ten o'clock and included a view of an exhibition drill by the fire-patrol boats of New York Bay. After a sail around the island the editors were taken to the Brooklyn Navy Yard, where they were escorted on an inspection trip of the battleship "Arkansas," where they received copies of the ship magazine, "The Ark," and were shown all of the points of interest in the Yard. While on the "Arkansas" the editors were entertained by the ship's band, after which they viewed the submarines and other naval craft.

Banquet to Members of the National Editorial Association at Factory of Mergenthaler Linotype Company, June 22, 1916

At the Mergenthaler Linotype Factory

From the Navy Yard the editors were taken in specially chartered auto buses to the Mergenthaler Linotype factory, where an excellent luncheon was served.

At the close of the luncheon there were short addresses made by P. T. Dodge, president of the Mergenthaler Company; John H. Rogers, who gave a review of the company's history; Prof. W. H. Mayes of Texas, who spoke on "Coöperation"; and M. W. Morehouse who spoke on the subject, "Your Factory"; and at the close of the talks a tour of inspection of the big factory was made. At the Mergenthaler factory every one received a handsome souvenir. Following this the editors next were taken in the special buses to Coney Island, where they were guests of the management of Luna Park, and the evening was spent sightseeing at this famous amusement resort.

New Jersey Day

June 23 was New Jersey Day, and at this time the members of the association were the guests of the New Jersey editors, who took them on a boat ride down New York Bay, past the Statue of Libery and Ellis Island, Sandy Hook Training Grounds, and up the Shrewsbury River to Pleasure Bay, where an excellent shore dinner was served and where the editors were the guests of the New Jersey publishers and the Long Branch chamber of Commerce.

During the dinner talks were made by Mayor Marshall Wooley of Long Branch, Mr. Rountree, Mr. Tomlinson, Mrs. H. C. Hoatling of Minnesota, and others. Benjamin

P. Morris was toastmaster, and at the close of the dinner the party was further entertained by music and dancing.

When the time came to leave special automobiles called for the editors and took them on a delightful homeward trip along the shore in the evening, which trip completed one of the most enjoyable days of the convention.

At American Type Foundry

The last day of the convention was given over entirely to entertainment, and on this occasion the editors visited the American Type Founders Company at Jersey City, N. J. The party assembled at 9:30 o'clock and went by way of the New Jersey Central to the type foundry, where they arrived at 10:30 and were met by the officers of the company and taken in small groups thru the various departments of the big concern and shown how type is made. They visited also the job-press department, the printing office, the library and museum. At the end of the tour they were taken to the dining-room, where an excellent luncheon was served.

After the luncheon the members of the party assembled in the library, where Robert W. Nelson, president of the American Type Founders Company, addressed the gathering. Mr. Nelson spoke of his own editorial activities when he was publisher of a small paper in Illinois, and he extended a standing invitation to the members to visit the type foundry at any time and partake of its hospitality.

President Tomlinson, the newly elected executive of the editorial association, expressed the appreciation of the entire body and thanked Mr. Nelson for the courtesies he and his associates had extended to them. Henry Louis Bullen, librarian of the company, then expressed his pleasure at being able to help entertain the editors. He spoke of the great efforts put forth by the American Type Founders to make the typographic library and museum the most complete in the world and told of the large amount of time, labor and money expended by this big corporation in gathering this remarkable educational collection of historic material.

Lee J. Rountree of Texas, the retiring president, was then called upon to say "Au revoir" to the association. Mr. Rountree reviewed briefly some of the past conventions, and said that of all the delegates who had attended the first meet at which he was present a quarter of a century ago, but one man now was before him, he being B. B. Herbert, founder of the organization. Mr. Rountree expressed his appreciation of the honors given him and thanked the members for their support and assistance.

(The story of presentations of rich tokens of esteem to President and Mrs. Rountree was told on the editorial page of our July issue.)

Joe Mitchell Chapple of Boston was next called upon and made a brief talk in which he said he thought no place more fitting for the editors to say farewell than the plant of this great type foundry, which had become a sacred spot to the art preservative. Mr. Chapple then gave a brief outline of the trip to Boston which many of the editors intended to make.

Group of Members of National Editors at American Type Foundry, Jersey City

B. B. Herbert of Chicago, who founded the editorial association thirty-one years ago, spoke of his great pleasure at the successfud growth of the organization. He said that to him the meetings grow dearer each year, and that the New York Session was the finest in the history of the organization.

John Marder, a veteran of the American Type Founders Association, gave a brief talk, after which the party assembled in front of the building and a group photograph was taken. The souvenirs given out by the American Type Founders Company consisted of specimens of color printing and an attractive paper weight made from a type cast showing the American Type Foundry and suitably inscribed. While waiting for the train, the party, led by Mrs. Rountree and Mrs. Lederer, praised the American Type Founders Company and its executives collectively and individually, in improvised songs.

Honor to New York's First Newspaper Publisher

Upon arriving in New York the editors visited Trinity Church, where Mr. Oswald made a biographical address over the grave of William Bradford, the first publisher in New York, who died in 1752. Then in the shade of the ancient edifice, amid the roar of the elevated trains and surface traffic, the editors gathered around the resting place of this famous printer while B. B. Herbert said a brief prayer, after which two large floral wreaths, one by the national body and one by the Texas Woman's Press Association, were placed upon the tombstone in memory of this early American publisher.

Views from Snap Shots in Trinity Church Cemetery, New York, on Occasion of Memorial Ceremonies in Honor of New York's First Newpaper Publisher

The following is the inscription on the tombstone:

> "Here lies the body of MR. WILLIAM BRADFORD, Printer, who departed this life May 28, 1752, aged 92 years. He was born in Leicestershire in Old England, in 1660 and came over to America in 1682, before the City of Philadelphia was laid out. He was Printer to this Government for upwards of 50 years and being quite worn out with Old Age and Labour, he left this Mortal State in the lively hopes of a Blessed Immortality.
>
> "Reader reflect how soon you'll quit this Stage
> "You'll find but few attain to such an Age.
> "Life's full of Pain. Lo here's a Place of Rest.
> "Prepare to meet your GOD then you are blest.
> "Here lies the Body of Elizabeth. Wife to said William Bradford who departed this life July 8th, 1735, aged 68 Years."

The biography of William Bradford records the fact that he first set up a printing office in Philadelphia in 1685, the first in Pennsylvaniia, and, a few years later, associated himself with others, in the establishing of a paper mill on the Schuylkill. He was a peace loving Quaker but evidently a young man of American spirit, enterprise and love for liberty and, after a very few years, he was involved in a suit for seditious libel by the incensed authorities, whose displeasure he had incurred. His conscience was free and, in his entire confidence of his own integrity, defended himself. In those days, when the rule prevailed in law that "the greater the truth, the greater the libel," there was little hope for him. The jury disagreed but he had been arrested and his press confiscated, and he accepted an invitation, in 1693,—after a resident in the City of Brotherly Love for eight years—to establish a printing press in New York City. He was appointed public printer—and also printer for New Jersey—and held the office for fifty years. In 1725 he established the New York Gazette, and in 1728 a paper mill at Elizabethtown, New York.

The exercises at his grave, planned by Mr. Oswald, consisted of the recital of the facts of the life of the noble editor, and of a few words of thankfulness to the Great All Father for such an exemplary member of the calling and for Benjamin Franklin, Horace Greeley, Samuel Bolles and others, who had exemplified its noblest principle, and for being members of a profession that had been honored by such leaders, with a prayer that strength and grace might be granted to those present, now about to separate, to carry the inspiration, that had been received on this occasion, to their homes, that each might serve the calling and their several communities more worthily and usefully.

The editors then visited the Sub-Treasury, which was the first city hall and first state capitol of New York, and where occurred the famous trial of John Peter Zenger, at which time the freedom of the press was established. It was here on the steps of the old building, that George Washington took the oath of office and was inaugurated first President of the United States.

From here the party visited St. Paul's Church where President Washington worshiped and were shown his pew and in the graveyard viewed the monument of General Montgomery which was bought in France by Benjamin Franklin. They were shown also the grave of John Holt, the first editor of New York and coworker with William Bradford.

Then as the chimes marked the hour of four and the great iron gates were closed, the party said their farewells, scattered to their hotels and depots, and the thirty-first annual convention of the association was closed.

* * *

THE TYPOTHETAE CONVENTION PROGRAM

The number of subjects to be handled at the Atlantic City Convention of the United Typothetae and Franklin Clubs of America, September 12, 13 and 14, will be less than usually allotted, but each will be treated by a specialist of National reputation.

Among these interesting subjects a most attractive feature will be that of applied color demonstration by Arthur S. Allen of New York. With the aid of wonderfully conceived and carefully prepared charts on color values, Mr. Allen will show a means of simplifying color analysis as applied to printing and advertising. With special mechanical devises the color problem becomes both simple in solution and interesting beyond ordinary expectation.

Of Mr. Allen's demonstration a well known printer, specializing in color-printing, recently said:

"He not only showed me that I didn't know what I thought I knew about color values, but he quickly demonstrated how I could simply prove right and wrong proportion and application. His exhibit alone was worth much in dollars and cents to me, and besides it was most pleasing."

Other equally interesting features will be embodied in the program, dealing with the practical solution of problems confronting both organization and individual interests. Any one of these practical suggestions will more than repay the Convention visitor for the time and expense of attendance.

Direct advertising and the creating of more business will also be featured by a successful specialist. Collective advertising for groups of printers will be discussed and practical suggestions and plans will be offered.

Efficiency, credits, proper accounting methods, salesmanship and welfare work will be interestingly handled by men who know whereof they speak. Discussions will be directed by capable leaders who realize the value of a clear understanding of the subject in hand as well as the monetary value of the application thereof. In fact, the program, as a whole, is designed to meet the earnest demand at this time for practical business building ideas in the various branches of graphic arts.

* * *

Virginia Press Association

STAUNTON, Va., the birthplace of President Wilson, was honored during the last week of July by having the editors of Virginia as the guests of the city. The Virginia Press Association held its twenty-eight annual convention under the presidency of Robt. S. Barrett, editor of the Alexandria Gazette, said to be the oldest continuously published newspaper in the Union.

Lieutenant Governor Ellison said there was no place he loved to come to as to Staunton, for here "I got the woman who made me what I am." He told of his boyhood visits to the city, confronting a flood in 1854; later, while a soldier, he here confronted the Yankees. He reviewed his experiences as a devil in a newspaper office; the visit of some New York editors to Staunton in 1871; and paid a splendid tribute to the late Henry C. Tinsley of the Staunton Vindicator. He said that if Mr. Tinsley's poems had been put before the world in book form he would be mourned as James Whitcomb Riley is mourned today. He had been forty years in public office, had had intimate relations with scores of newspaper men, but never once had his trust in the editor been violated. Many newspaper men could tell of things talked over between ourselves, but they won't. Newspaper men keep their promises and are to be relied upon under trying circumstances."

Westmoreland Davis of Leesburg, former candidate for the governorship spoke on the value of the press as an educational factor in the discussion of public questions, and incidentally said that he always had stood for the upbuilding of the State.

State Needs Factories

The State needed manufacturers in order to make it forge ahead, but the present tax system was such as would tend to drive prosperity from the State. He urged the editors to study right and just methods of taxation, so that industry would not be crippled.

President Barrett was a diversion from the usual and touched on the print paper problem. He said that the year had been uneventful; the various subjects of prohibition tax problems, greater coöperation, markets for products had all been worked out, more or less; there were no political troubles in the state, hence Virginia editors now had the time and should have the inclination to endeavor to become better business men, better able to secure a competency in return for the expenditure of brain, brawn and capital.

Editor's Greater Responsibility

As the war has brought great problems to the editorial sanctum, it has laid upon the desk of the publisher even greater ones, and it is to this particular portion of the newspaper man's responsibility that I wish to address myself.

Perhaps at no time within the past decade has the outlook for the Virginia publisher, from a financial standpoint, been less assuring than at present. At every step he is confronted with an increased expense account, while there has been no material increase in his revenues. He was just recovering from the depression of 1914, when the war commenced, and the increase of 30 per cent in advertising revenues reported at the meeting of the American Publishers' Association would not hold true in Virginia. While circulation figures show some slight advances, this has been caused by the demand for war news, and at the present price of paper has not been profitable to the publisher.

The cost of paper has been the greatest item to be considered by the publisher, and the condition of the paper market today is such as to cause alarm, altho not the panicky situation in which some newspaper men find themselves. Within the last thirty days I have had interviews with the principal paper manufacturers in this country in my official capacity as representative of the Department of Commerce in its investigation of the export paper situation, and I bring encouraging news of the comparatively short duration of the present condition.

A year ago the Virginia publisher was paying from 2 to 2¾ cents per pound for his newsprint, according to the amount of his yearly purchases. Today it is impossible to make a contract, and the price ranges from 4 to 6 cents per pound for immediate delivery. While the latter figure is, of course, not justified, there is good reason for a heavy increase in the price of paper.

Abnormal Domestic Demand

There has been an abnormal domestic demand caused by the increase of circulation of the big metropolitan papers and heavy increases of advertising in the larger cities; the importations of wood pulp from Scandinavian points has been entirely discontinued on account of the war; Canada has placed an embargo on the shipment of paper or pulp to this country; the world is looking to us to supply her paper needs, and is insistently crying for help; there have been heavy increases in wages, while every article that goes into the making of paper has risen in price, some of the chemicals which were formerly imported from Germany having increased a hundredfold.

But every day the production is being increased, mills are working to capacity, and new mills are under construction. Within a few months the situation will improve, and when the war is over conditions will approach normal. While we may never have paper as cheap as we had in this country two years ago, I do believe that at a price of $2.25 per 100 pounds at the mill the manufacturer will make a fair profit, and the cost will not be excessive to the publisher. But to get this price there must be organization, and I suggest that a permanent committee be named from this association who will undertake to see that the Virginia publisher gets his paper supply at a fair and reasonable price.

Newspaper Costs Soaring Upward

With paper at anywhere its present price, type metals soaring above all previous quotations, inks showing an advance of 50 per cent and labor insistent for more money with which to meet the constantly increasing cost of living, the publisher is confronted with finding more business, increasing his prices, or closing down. I cannot see the prospect of enough new business in the near future in Virginia to meet the increased expenses, and, therefore, the conclusion that I reach is that the present business must pay a higher tariff. Subscription rates must be raised and the delinquent must be given a short shrift. Circulation must be cut down as nearly as possible to the actual number of paid subscribers. The exchange list must be pruned, and while I do not advocate the policy of cutting off country exchanges, there can be a reform in the number of exchanges without great harm to those interested. Some papers will find it possible to use a lighter weight of stock, reduce their margins or cut down the number of papers—all with the object of reducing the amount of paper used.

Advertising rates must be raised and the free notice abolished. Payment must be made for every inch of space used. There can be no exception—churches, fraternal organizations, etc., must help you to bear your burden.

Every economy must be practiced and every effort made to put the Virginia printing shops on an efficiency basis, where the lastest labor-saving devices may be used and the costs of production cut to a minimum.

Use a Baling Machine

And in this connection may I suggest to every Virginia publisher that, if he has not already done so, he purchase a baling machine, so as to bale his waste paper, keep the shop neat and clean, set an example of the necessity of saving paper to the community, and incidentally pay a handsome divident upon the cost of the machine.

I desire to take this opportunity to express to my brethren and sisters of the fraternity my keen appreciation of their many courtesies to me since I have been in their midst and the deep regret that I have to be away from them for some time in the future.

I am laying aside the editorial pen for a year or so, and while I will retain my interest in the Alexandria Gazette, I will be compelled to be in fields far away from you, too far to hear your kindly voices and see your cordial smiles, but not too far, I hope, to be out of your memory or to lose the place I have always felt that I had in your hearts. I will carry away with me the most kindly recollections of every one of you, and hope that in the near future I will be able to again join your ranks and wear the proudest title a man can hope to wear—a Virginia editor.

A permanent committee was at once appointed with power to interest every publisher in the state and to combine their orders for news print paper so as to get the lowest possible rates from the manufacturers. This committee consists of Allen Potts, News-Leader, Richmond; J. H. Lindsay, Progress, Charlottesville; and L. E. Pugh, Times-Herald, Newport News.

Director-General John Barrett of the Pan-American Union, speaking at a banquet, said that there was no greater combined opportunity and responsibility before the American government and people today than that represented in Pan-America and Pan-Americanism, and went on to point out the effects and the subsequent results of the European war and the Mexican trouble. He concluded by advising the editors of Virginia and the United States, in determining their attitude towards the Mexican situation to think not alone of border troubles and vexatious incidents in the interior of Mexico, as if they were causes for war and intervention, but let them look beyond to all Latin-America.

Have Broader Visions

Let them think of the importance of promoting alike the confidence and commerce of twenty sister republics, having a combined population of 80,000,000, an area of 9,000,000 square miles, or three times that of the United States, and an annual foreign commerce valued at nearly $3,000,000,000, in which the share of the United States, according to the latest statistics, is nearly one third, or beyond $900,000,000.

It is also gratifying to add that the Virginia Press Association and the editors of Virginia have been well complimented and recognized in the matter of their cooperation for Pan-Americanism by the recent appointment of Robert S. Barrett, the president of the association and editor of the Alexandria Gazette, to represent the Department of Commerce in investigating important trade conditions in South America.

All hail, therefore, I say, to the direct interest of the Virginia Press Association in promoting Pan-American commerce, Pan-American friendship and Pan-American peace.'

Editors Worthy of Confidence

Secretary of the Navy Daniels spoke of the newspaper man as viewed by a public official. He emphasized the fact that a newspaper man never violates a confidence, and that he has saved many a great man from errors which would have utterly wrecked the latter's career.

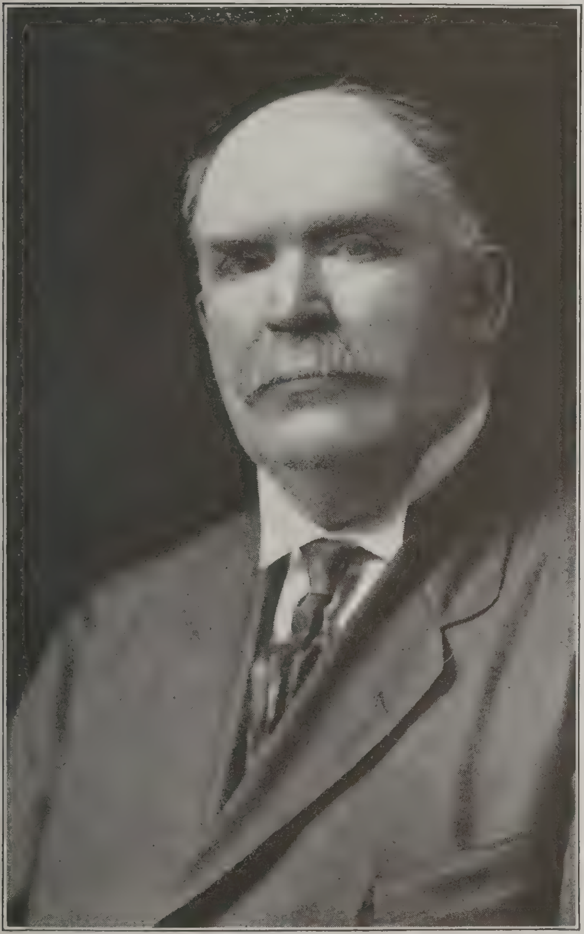
Editors are coming into their own. An editor sounded the keynote at each of the great nominating conventions recently held. That is a change when most editors were skilled in making music out of their party organ. And they keynoted in a way to satisfy their parties. In the Republican convention Editor Harding keynoted so satisfactorily that no other keynote was deemed necessary. In the Democratic convention Editor Glynn keynoted so eloquently as to capture the convention, and got almost as much marching and beating of drums as Bryan or Roosevelt received when they were named for the Presidency. Such honors as were conferred upon these two great editors by their respective parties would seem to indicate that they were justified in allowing the lure of journalism to beckon to them in their younger days when they were casting about to find their life calling.

Constantly Reminded of His Guilt

I never have been so constantly reminded of the guilt of being a country editor as I have since I had the honor to be appointed by President Wilson as Secretary of the Navy. The opposition has apparently found it more or less useful for campaign purposes to charge that the American Navy was going down in efficiency because it was managed by a country editor. And this in spite of the fact that there are fifty-six more ships in commission now than on March 4, 1913; there are 6,000 more men and a larger number of officers and an authorization by the Senate of enough additional men to fully man every fighting ship in the navy, so that today twenty-five battleships—more than ever before—are engaged with the Atlantic Fleet in maneuvers; and the Senate has just passed a naval bill carrying the largest appropriation ever given in any naval bill in any country in the world. It has neither been my teaching nor—I hope I may say it with becoming modesty—my experience that the ownership and editorship of a more or less country journal has tended to incapacitate men for the holding of a public position. Two Presidents of the United States before President Wilson saw fit to appoint country editors to be Secretaries of the Navy. President Lincoln appointed Gideon Welles to be head of what Lincoln himself called the "web-footed" arm of the service, and President Arthur appointed William E. Chandler as Secretary of the Navy, and it certainly has been the verdict of history that both of these journalistic culprits made good.

Vindicate Country Editors

I trust that history will for a third time vindicate the claim of all us country editors that the training of a journalist gives a man a well-rounded viewpoint, enabling him to consider problems from every angle, so that he may come to a right judgment. Whatever successes he may have achieved or whatever failures he may be justly charged with, the present Secretary of Navy has always been grateful, in considering many important problems that have come before him, for his training as a journalist .



E. G. Moseley, President Virginia Press Association and Publisher Methodist, Danville, Va.

Tells How to Make Money

The most vital talk at the convention was given by Walter H. Savory, eastern sales manager of the Mergenthaler Linotype Co., who urged the publishers of the weekly and the smaller daily papers in Virginia to break away from the old-time method of conducting business by adopting some simple form of cost-keeping and raising advertising rates so that a merited and deserved profit could be made in the printing business. Mr. Savory told just how this could be done and asked them if they were in the printing business just for fun. There was more fun outside of it; just for health—there were more healthful occupations; or just to make a fair success in their life work.

Pay Yourselves a Salary

This was a novel expression to the assembled country editors. "Pay yourself a salary, and put all into the cost of your product." He urged the publishers to count their own salaries, rents of property owned by themselves and depreciation of plant along with insurance, repairs, etc., in the expense account. This, in many instances, is not done, consequently Virginia newspapers in the small towns are not making a living for their owners.

Bread, Beauty, Brotherhood

Mrs. Kate Walter Barrett, of Alexandria, the mother of President Robert S. Barrett, was introduced, and spoke on the "Three Bs": "Bread," the staff of life; "Beauty," the heart of nature, and Brotherhood." A man having bread and enjoying the beauties of life and not sharing the same with his brother, the speaker said, is not showing the proper appreciation of life. Mrs. Barrett made a beautiful appeal for higher education for the women of Virginia.

A Pleasure Trip

After State Attorney-General Pollard had spoken on the freedom of the Press, and jocularly said that from some editorial comments made upon his official acts, he could almost wish there were less freedom, the members took a pleasure trip to Harrisburg and held a session at the Masonic Temple Auditorium, where the leading lights of the State again burst into eloquence in favor of the country editor.

The following officers were elected: E. G. Moseley, Danville Methodist, President; Jas. L. Hart, Herald, Farmville, Secretary; O. W. Eans, Record, New Castle, Treasurer; Miss Bertha Robinson, Observer, Orange, Historian; W. B. Kennedy, Gazette, Lexington, Chaplain.

Vice-Presidents — W. S. Copland, Press, Newport News; B. A. Anderson News, Marion; W. A. Land, Courier, Blackstone; E. C. Bradshaw, Record, Crewe; C. J. Campbell, New Era, Amherst.

Delegates to N. E. A.—Geo. O. Greene, Clifton Forge; Jas. C. Latimer, Richmond; Geo. B. Keezell, Harrisonburg; A. T. Moore, Staunton; J. H. Lindsay, Charlottesville.

National Executive Committeeman—Robert S. Barrett, Gazette, Alexandria.

Executive Committee—A. P. Rowe, Free Lance, Fredericksburg; W. McDonald Lee, Citizen, Irvington; B. A. James, Register, Danville; R. S. Chamberlayne, Gazette, Phoenix; Chas. B. Cooke, Richmond.

* * *

MEET OF THE NEW YORK PRESS

The meeting of the New York Press Association, this year, with the National Editorial Association, at least proved very helpful to the National Association and gave the New York editors an opportunity to enjoy all the speeches and discussions and to participate in the business, entertainments and excursions arranged and carried out splendidly, entertainingly, and profitably.

The New Yorkers found time to hold such separate sessions as were necessary to transacting needed business, hear reports and elect officers. Tho an active member of the Association we were unable to attend the sessions on account of other duties, but our friends of the Publishers' Guide give the following summary that shows no part of the needed work was neglected. A brief session was held at 1:30 P. M. Monday with President Betts in the chair at which routine business was transacted, announcements made and adjournment had until 9:00 o'clock Tuesday morning when the session was called to order by the President, who introduced Louis Wiley, of the New York Times, who delivered remarks in memory of the late Herman Ridder.

In part Mr. Wiley said:

"American journalism has produced many notable men. They have stamped their individuality not only on the newspapers with which they have been associated, but on every profession or task to which they have devoted their attention. Herman Ridder was one of these. The work to which he gave his life was varied and arduous, but his ability, versatility, and patient endurance carried him thru. His sympathies were intense and his broad humanitarian principles gathered to him all kinds of men. Herman Ridder was a patriotic American. At the outbreak of the present European war, the land of his father's birth received his sympathy and support, but his devotion to America was unquestioned. Mr. Ridder did much for the press. The record of his part in the fight on the combination formed by the paper manufacturers in 1907 is one of the brightest pages of his active life. A great newspaper publisher, a public-spirited citizen, and a friend of the needy and oppressed, passed away in the death of Herman Ridder."

The annual report of the secretary-treasurer was read by that officer, Elias Vair, of the Waterloo, N. Y., News.

President Betts named the following committees:

Finance: J. F. Dennison, Greene, N. Y.; Carl Clark, Wyoming, N. Y.; Gardiner Kline, Amsterdam, N. Y.

Organization: W. J. Kline, Oswego, N. Y.; J. E. Klock, Kingston, N. Y.; James H. Potts, Troy, N. Y.; J. G. Simpson, Orleans, N. Y.

Resolutions: J. C. Oswald, New York; Henry Stowell, Seneca Falls; Chester C. Platt, Batavia, N. Y.; Hon. Garry A. Willard, Boonville, N. Y.; F. F. Fulgarth, Babylon, L. I.

The session was then adjourned until Wednesday morning.

The first part of the closing session of the 63rd annual convention of the New York Press Association , on Wednesday morning, June 21, was a memorial meeting, which had on its program: A paper on past-president Judson by A. O. Bunnell, secretary emeritus, (who was unable to be present but had sent his paper); a paper on Franklin B. Beers, by A. C. Kessinger, of the Rome Sentinal; a paper on Paul Nichols by John P. White, of the Walton Reporter.

Dr. P. E. Dawe read a paper on fradulent dental advertising. He said in part:

"There has been appearing for some months past, especially in Sunday issues of the newspapers, a class of dental advertising that should be eliminated. It is laregly of fraudulent character, misleading to the public and purposed to bring victims to the dentist of questionable tactics for so-called contracts, at the highest prices possible to obtain in spite of specific quotations in the advertising matter.

"With the desire to off-set any loss of revenue to the newspapers by the elimination of doubtful dental advertising, I suggest the application of a space, a column, a page, or a section of a page, to the cards, the names and addresses only of dental surgeons who are known to be responsible and reliable.

"These approved dentists, who upon investigation by the newspaper have its endorsement, will more than offset the amount lost by cutting out the advertising of those in doubtful repute. The right should be reserved to discontinue the card of any dentist, when a complaint has been filed at the office of the newspaper by a patient. The privilege to appeal to a local association of approved dentists, in regard to a complaint for bad or unfair methods, should be permitted the dentist whose advertisement is discontinued, and its judgment or that of a committee should be final as regards the card.

"The plan suggested can carry with it, a national association of approved dentists, with State divisions and the local Councils, and have for additional propaganda, the following: the elimination of illegal dental practice, the enactment or enforcement of laws to protect the profession, a federal law to remove interstate restriction upon qualified practitioners; the disapproval of gross display, by signs or other forms of advertising."

The closing business of the session included the election of the following officers:

President, Frank E. Gannett, Elmira Star Gazette; vice presidents: Gardinier Kline, Amsterdam Recorder; Louis Wiley ,New York Times; W. C. Greene, Freeport Mail; W. B. Sanders, Nunda News, and W. J. Allen, Adams Journal,

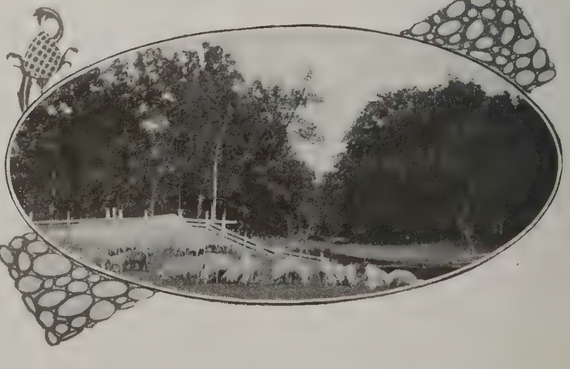
Secretary-treasurer, Elias Vair, Waterloo News.

Executive committee: Charles H. Betts, Lyons Republican; Garry A. Willard, Boonville Herald; H. D. Burril, Syracuse Journal; James H. Potts, Troy Times; John H. Walbridge, Saratogian, representing the Associated Dailies; L. C. Sutton, Massina Observer, representing Northern New York Press Association; Frank Walker, Hamberg Independent, representing the Western New York Publishers' Association; L. W. McHenry, Oneida Democratic-Union, representing the Central New York Press Association, and J. F. Flugrath, Signal, Babylon, L. I., representing the Long Island Press Association.

The president-elect, Frank E. Gannet, in a brief speech of acceptance, urged coöperation on the part of the editors of the State and declared that he hoped every paper in the State would enter the State Association, thus making it possible to bring about reforms that could not be secured individually.

This session closed the 63rd annual convention of the New York State Press Association.

* * *



Inspirational Meeting of Associated Advertising Clubs of the World

Religion, Truth, Service, Business and Patriotism Combined at Opening of Great Convention

RELIGION, in its highest, truest sense, means service to fellow men in truth, love, understanding and in sympathy. Honest business is nothing more or less than honest service and the foundation of all honesty is absolute truthfulness. With these facts in mind, there can be nothing inconsistent in the opening of a Convention of the Advertising Clubs of the World on Sunday or in the preaching of the doctrines of truth in advertising from the pulpits. As patriotism is a sort of religion in that it embraces love for, and loyalty to, one's country as the guardian of the homes and of the rights, and safety, and the promotion of the well being of the people—all children of the Great All Father, who decreed the Sabbath for man—it was not unseemly that patriotism should have a wonderful demonstration at the opening, inspiration meeting at three o'clock Sunday afternoon of the Convention at Philadelphia. It was well too that the American flag, which should not only be greeted everywhere as the emblem of an independent nationality, but of religion, liberty and law, as well, was first in evidence.

As graphically told by the facile writer, Bob Vale, in the North American:

A moment before Secretary of the Interior Franklin K. Lane was introduced at the Inspirational Meeting of the advertising convention, President Robert Durbin, of the Poor Richard Club, walked to the speakers' stand in the Metropolitan Opera House and threw over it an American flag.

Secretary Lane and Herbert S. Houston, and in an instant more than a thousand delegates to the Associated Advertising Clubs' Convention were on their feet, cheering and applauding wildly.

"Now let us sing 'America,' called President Houston. The orchestra swung into the first few bars. Led by the wonderful swelling voices of the Strawbridge & Clothier chorus, the national hymn was caught up by the deeply stirred men and women, and a tremendous volume rolled thru the vast auditorium.

This came with such startling suddenness that all were taken by surprise. Then they saw that Secretary Lane represented the nation and realized that he was to address them on the eve of a possible conflict, in the midst of a grave crisis, and their emotions broke loose.

There were men and women in the auditorium from every state in the land, from the Philippines, from Canada, from England and from South America, and they all cheered the starred banner with stripes of red, white and blue.

Secretary Lane spoke. The principal part of his talk was devoted to the highest type of patriotism, which he summed up this way and which was received with rolling applause:

"There never was a day when there was not national spirit for fighting when fighting was necessary, but for peace as long as possible."

There was another outburst when he said:

"Democracy goes to war only when it is interfered with."

In part, Secretary Lane said:

"I saw you rise when that flag was thrown, and it touched me, as it must have touched many in the audience, and gave to each one of us a thrill of joy that that flag is ours. People have been telling me for some time back that America was lacking in spirit, that we had lost something fine, that we had become purely commercial money-makers and that we needed some great emergency to arouse us to make us feel that the deed done a century ago in Philadelphia was worth while. I don't believe it.

* * *.

Proud of American Spirit

"Let us speak of American spirit with pride. People say that we have become fat and lazy and soft, pampered poodles, napping on pillows on ladies' laps, and for that reason we did not resent injustice or insults to the spirit born in Philadelphia in '76. Gentlemen. I present that picture to you. Whether men whose average wage is under $600 yearly are likely to become pampered. And these men, mark you, are the men who show the spirit when the time comes. By the story of a man I can tell you what the spirit of America is. It is the story of a man named Hoover, a boy from California, a mining engineer who worked in all parts of the world, and who is now Chairman of the Belgium relief fund. Herbert Hoover represents the spirit of America. He has fed the people of a large nation, and has put in working order a great financial system for that poor country. A modest man he is, and one day when I said to him, 'Tell me, is it so that we are not held in the highest repute abroad?' he answered, 'Oh, never believe it. Tell any one who says that to go to Brussels, and tell them to stand in front of the American legation, where the stars and stripes wave from dawn to sunset. They will see a procession

Herbert S. Houston, President of the Associated Advertising Clubs of the World. Member of Doubleday, Page & Company, Garden City, New York

of Belgian artisans and peasants, and to this one flag, not to that of any other nation but to ours, do these peasants take off their hats and bow in reverence.'

"This is the spirit of America, the spirit that desires to help the world; and let us for a moment stand by the poor peasant of Belgium, giving tribute to that flag, and take heart as to our country."

Printing Press Made Bible Free

President Herbert L. Houston, in part said:

"One summer's day I stood in the old Cathedral at Strassburg and saw the chain by which the Bible was once bound to the great pulpit. As I stood there my mind flew back across the centuries to the time when those links did bind the Bible to the pulpit, and I recalled that then there were robber barons on the Rhine; that then Germany was in feudal vassalage and Europe was still groping in the gloom of the dark ages.

"What had brought hope and freedom? I looked across the square at the gabled house of Guttenberg, where one of his first presses had been set up. From that little pressroom I knew had come the power that had broken the chains in the great Cathedral and given the Bible to the world.

"And despite the fact that half the world is now at war and we are ourselves at its brink, that must still be the power to stir men to find a better way than war to settle disputes between nations. It is interesting to remark that it was in this same city where our own great declaration was formed, where our constitution was formed, that the proposals of the League to Enforce Peace were sent forth a year ago this month to quicken the hope of a doubting world—a hope that will be greatly furthered, I have the confidence to believe, by the power of the press.

Advertising Is Check to Monopoly

"Following the Civil War, when there came the greatest era of industrial and commercial development the world has known, there arose forms of monopoly in basic natural products that influenced the price of raw materials to a manufacturer. This affected the cost of producing an article.

"There arose, also, thru the power of partial monopolies, discrimination and rebates in railroad rates. This affected the cost of getting an article to market. If there had been added to those a monopoly of buyers all would have been lost.

"But, thank heaven, there was no monopoly in controlling buyers in America. They were controlled by their intelligence and that is appealed to by honest advertisements. So powerful is that appeal that it has again and again been the means of building up great businesses despite the fact of the advantage held by others in the price of raw materials and in railroad rates. Advertising, therefore, has been a mighty defense against monopoly on the on hand and a mighty help to individual enterprise on the other. Surely, so great a service for the good of society as a whole and of society's individual members can be called a service for righteousness.

The John Wanamaker Doctrine

"In all communities you have seen merchants and manufacturers rise to greatness, because in a democracy where there could be no monopoly of buyers, they have appealed to all buyers in fair and honest advertising. There were long-established businesses in staid old Philadelphia a half century ago when young John Wanamaker opened his little store. Of course, there was no room for him. Any one in Philadelphia would have told you that. But that young merchant had grasped the truth even then that buyers in a reading city are controlled by their intelligence and that their intelligence is reached and influenced by honest advertising.

"He relates that on his first day's sales of $24.67 he spent $24 the next day in advertising. And so he continued until he is today the greatest merchant of his time. A few years ago I was at the dedication of his great new store here in Philadelphia. When he arose and handed to the President of the United States a golden key with which the store was to be formally opened, I thought how that key might be considered a symbol of the golden power of advertising, thru which the business had been largely built.

"The only kind of advertising that pays is honest advertising. The time is past when a publisher can cling to such an outworn sophistry as 'Let the buyer beware.' In its place has come the view that the publisher is a guardian of the public and that he must not permit, knowingly, any dishonest or unclean thing to be borne, in pages that he controls across the threshold of a single home."

* * *

They Are Made in Oswego

Mighty Cutting Machine Turned Out by Oswego Machine Works Will Cut Thru a Pile of Paper Eight Feet Wide So Close and Even That Light Reflection Will Not Reveal the Slightest Variation—Built for New York Firm

The Oswego Machine Works has just completed the largest cutting machine ever produced to cut a pile of work about eight feet wide with a degree of accuracy so close that light reflection will not reveal any variation in the cut. This means that a much closer degree of accuracy is required than can be measured with a micrometer reading to thousands of an inch. The machine is electrically driven by a powerful motor set upon one of the side frames. The motions of clamping, cutting, moving the work, stopping and braking, are all by power and automatic. The clamping pressure for holding the work can be varied from a few pounds up to as high as several tons. This machine is one of the group technically known as the Oswego Auto Rapid-Production Cutting Machines and has been built in connection with other specially designed machines for a new line of work to be undertaken in one of the largest plants in New York City. It weighs approximately nine tons and is massive in appearance and handsomely designed.

The quality of workmanship that can produce such a splendid piece of mechanism is high, and reflects great credit on the men who actually built it. The machine also is an evidence of the ability and facilities of the Oswego Machine Work to design and produce such heavy and high grade work successfully.

* * *

"Visitin' 'Round in Minnesota"

By Caryl B. Storrs, From Minneapolis Evening Tribune, July 14, 1916

In the Editorial Rooms of the Red Wing Republican there hang on the walls portraits of men who played big parts in shaping the destinies of State and Nation. Among them is a picture of Colonel William Colvin, who led the Old First Minnesota in its famous Gettysburg charge. Former Governor Hubbard is there, Captain Charles L. Davis, Colonel B. B. Herbert, Tams Bixby and others. All of them at some time or other were of this paper: a goodly company of which the Republican of today is justly proud.

Red Wing, Minn., July 14.

There is a remarkable gallery of pictures in Red Wing, which every boy and girl in Minnesota ought to see; and their fathers and mothers ought to go with them.

These pictures are portraits of strong, virile, brave and useful men and they hang, not in an art gallery, a public library or any public building, but in the managing editor's office of The Red Wing Republican. These men were all at one time editors-in-chief of the Republican, and that such a group of figures, should be grouped in common association in one newspaper office is a heritage of which The Red Wing Republican may well be proud.

Jens K. Grondahl, the present editor and manager of the Republican, is proud of them, and rightly to see the collection you should have him there to tell you about them, as I did; for he has their characters, deeds and histories at his tongue's end and will gladly stop an editorial article in full flight at any time to relate their stories.

"That youngster of 21," says Mr. Grondahl, pointing to the wall, "is Lucius F. Hubbard as he looked in 1857 when he founded the Republican and became its first editor; for this paper, you know, has been in continuous publication under the same name for 59 years—a rare record in Minnesota. Over there is his picture taken a short time before his death. Many and varied were the achievements that drew those lines of experience and wisdom in his face. He served with distinction thruout the Civil War, was wounded at Corinth and at Nashville, was breveted brigadier-general for conspicuous bravery, and was mentioned in his commanding officers' dispatches most highly.

First Editor Was Afterwards Governor

"At the close of the war he engaged in various enterprises, was elected Governor of the State, and was one of the builders of the old Duluth, Red Wing & Southern railroad, now a part of the Great Western.

"On the other wall, there, is General S. P. Jennison. He was one of the most accomplished men early Minnesota ever saw. He was a Harvard graduate and instructor, and had a degree in law. He read all the modern European languages as well as Latin and Greek. As a Shakespearean scholar he had few equals. He was a fine violinist and one of the best platform men in the state. His chief hobbies were floriculture, fruit raising and general agriculture.

"He was private secretary to Governor Ramsey when the Civil War broke out and wrote the first dispatch to Washington, announcing the mustering in of the First Minnesota Regiment, which became famous at Gettysburg. He fought against the Indians in the Northwest and was the hero of the battle of Big Mound, S. D. He commanded the Tenth Minnesota at Tupelo, and at the battle of Nashville, where he was severely wounded and of which the official report said: 'Especially did Lieut. Col. Jennison display a high order of those qualities requisite in an officer who wins battles over a brave and stubborn foe.' After the war he was Secretary of State to Minnesota and was Secretary to Governor Hubbard. He devoted his energies to The Republican for a quarter of a century; from 1869 to 1894. He was one of the most brilliant editorial writers the state has ever known, and his salary, when he first took up his work on this paper was the fabulous one of $12 a week.

And Here Is the Man Who Led Charge at Gettysburg

"That sturdy and scarred warrior directly over my desk is Colonel William Colvill, who led the First Minnesota charge at Gettysburg, after which 215 of the 262 men who made the charge lay dead or wounded on the field; Colonel Colvill himself being among the latter. General Hancock, who ordered the charge, wrote of it: 'There is no more gallant deed recorded in all history.'

"Colonel Colvill was a lawyer, a writer on geology and a deep student of science and literature; accomplishments hardly suggested by his brusque manners and rugged exterior. In 1865 he was Attorney General of Minnesota and held many other positions of trust and honor. There is a statue of him, as you doubtless know, in the rotunda of the state capitol at St. Paul.

"Of the four war editors of The Republican only one is still living. This is Captain Charles L. Davis, of Co. D, Tenth Minnesota, and a true and gallant soldier. He is living in St. Paul, and that is his picture at your right.

"But the Republican also boasts of editors who have rendered distinguished services exclusively in the paths of peace. Over there is Colonel B. B. Herbert, for instance, now publisher of the National Printer-Jurnalist, who gave many of his best years to upbuilding this paper and this community. It was Colonel Herbert who, in 1885, called the editors of the country together and organized the National Editorial Association. In 1908, when the organization visited Minnesota, they came to Red Wing and dedicated The Republican's new building in commemoration of this fact. Mr. Herbert was the first President of the Association, and continues to be its 'father' even to this day, never having missed a national convention. Then there has been talk of placing a bronze tablet in his honor on The Republican building, which will probably be done next year, when the national association is again the guest of Minnesota.

Tams Bixby Also Among Distinguished Company

"You know that face over there, I dare say? Sure, it is Tams Bixby, for many years the most commanding figure in Minnesota politics as Chairman of the Republican State Central Committee and as Private Secretary to Governor Nelson and Governor Clough. Mr. Bixby was the executive head of the Dawes' Indian Commission to the Five Civilized Tribes and later succeeded personally to the duties of the commission, apportioning nearly $300,000,000 worth of property among these Indians and administering their complex affairs until so nearly completed that they could be taken over by the Department of the Interior. This was an impotant work during the McKinley and Roosevelt administrations, and it was at President Roosevelt's personal request that Mr. Bixby assumed full charge of the tremendous and exceedingly difficult task. Mr. Bixby now publishes The Daily Phoenix at Muskogee, Okla.

"I don't believe there is another paper in the state, tho many have numbered distinguished men on their staffs, that can show such a gallery of gentlemen who may rightly be called 'fathers of Minnesota' as former editors; do you?"

"I don't see your picture among them, Mr. Grondahl?" I said, with a rising inflection.

"Quit your kidding," he replied, "or I'll take back my invitation to lunch. My Phiz may adorn this wall some day, after I am where I won't have to look at it, but I hope they'll stick it in a dark corner. But even if I never rank with my predecessors in prominence and service to the state, I am trying to keep The Republican so they would not be ashamed of it if they could see it, and would still be willing to leave their inspiring portraits hanging on my office wall."

* * *

ILLINOIS SELECT NEWSPAPER ASSOCIATION

Annual Meeting, Friday, September 1, 1916, Room 102, On Mezzanine Floor, Hotel LaSalle, Chicago

The following program has been arranged for this occasion:

Morning Session

9:30—"Our Association" ....Fred P. Thompson

10:30—"Foreign Advertising in Country Newspapers"..
................Courtland Smith, of New York City
President and General Manager American Press Association.
—Queries and Answers.

Afternoon Session

2:00—"Development of Advertising" ....
...........................J. K. Groom, of Aurora
Director of National Advertising Aurora Beacon-News and Elgin Courier, Secretary Illinois Daily League.

2:30—"Present Day Needs of Inland Publishers"....
......................H. H. Bliss, of Janesville, Wis.
Father of Organization in Wisconsin and Secretary Wisconsin Daily League.

3:00—Discussion and Association Business.

Courtland Smith, president of American Press Association, is no doubt one of the best informed men in the United States on the subject of foreign advertising. He will give us a valuable discourse on this subject, telling of the favorable conditions that exist for all who take up this part of the advertising business. Mr. Smith makes a special trip from his home in New York City in order to address the association. It will be worth more than your time and expense in coming to Chicago to hear him.

J. K. Groom, manager of National Advertising for Aurora Beacon-News and Elign Courier, and Secretary of the Illinois Daily League, has had wonderful success in selling both local and foreign advertising. He knows how newspapers should coöperate with advertisers. He is in daily contact with advertisers and agencies and knows present day conditions with Illnois publishers, and will handle his subject with interest to all.

In Wisconsin, organization work has been lively for several years, and no man has been more prominent in this work than H. H. Bliss, of The Gazette, Janesville, Wis. He is secretary of the Wisconsin League and thru his efforts the newspapers in this league have obtained a large quantity of foreign business during the past eight years, and it is increasing each year. Mr. Bliss has a real message for inland publishers and you will be pleased to hear him.

We want to emphasize these three speakers and their subjects which are vital to the business life of every progressive publisher who wishes to increase his income and knowledge of present day advertising methods. Bring your note book and use it. There will be many valuable subjects to digest. Come and talk shop; exchange notes with your brother publisher. In short this will be a day full of advertising knowledge—a good business day well spent.

Hotel LaSalle has been chosen for the headquarters and they have generously offered and reserved Room 102 on the Mezzanine floor, where the meetings will be held, beginning promptly at 9:30 Friday morning. There will be a "Good Fellowship" meeting in this room at 10:00 O'clock Saturday morning. Those who remain in the city are invited to meet and get better acquainted. For further information address Fred P. Thompson, Secretary, Fairbury, Illinois.

Essentials in Journalism

By Harry Franklin Harrington, Director of Courses in Journalism, Ohio State University, and Theodore T. Frankenburg, *Ohio State Journal*

8vo, cloth, 300 pages, Illustrated, $1.75

A TEXTBOOK for all young people desiring to prepare for practical newspaper work, written by men with years of experience in actual reportorial and editorial work. Its principles have been further tested through three years of class work, with gratifying success. Designed primarily for the first and second years in colleges, it is suitable for all who have a high-school education or its equivalent.

The book aims to combine the practice and the philosophy of all routine newspaper work and takes up in turn each phase of editorial activity, For the benefit of the teacher in English who may not have had actual newspaper experience there are appended a series of assignments, stories to be written out, articles to be put in approved newspaper form, and other practical exercises calculated to differentiate newspaper writing from other literary activities.

In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown, not only the thing to do, but the why of it, and the standards set are those of the average newspaper office, the one in which ninety per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any work that has yet appeared on the same subject. The illustrations are an essential part of the text.

Send for this valuable treatise today.

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THE PRACTICAL TYPOMETRE—Determines the size and style of body type for any Advertising, Job, Book or Catalog. HERE'S YOUR TIME-SAVER—if you have to do with printing. The TYPOMETRE is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00. NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

SEVEN COLUMN FOLIO PROUTY STANDARD REBUILT $200.00; Prouty Standard Rebuilt $350.00. Send for lists. Wanner Mchy. Co., 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

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National Printer-Journalist, Station X, Chicago

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

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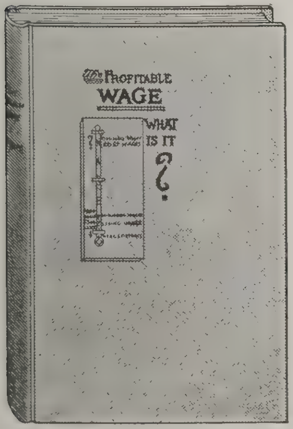

"THE PROFITABLE WAGE"—A New Cost Book

TO ALL COST STUDENTS—You need this new book by Ed. E. Sheasgreen, student of cost and economic questions. A NEW LIGHT on Natural Laws in the Business World,— and on the Wage Question. NEW IDEAS about cost forms. Merle Thorp, of the Department of Journalism, of the University of Kansas, says: "You have driven a furrow through a pioneer field in bringing attention to the Human Machine." Use the invaluable information it contains. Study your condition by this book. You will know better how to take care of your reports on the income tax law. Order now. Nearly 200 pages, bound in green and white, price $2.00 per copy, postage 10 cents. To foreign countries, $2.50. "IT MAKES YOU THINK."

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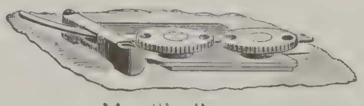

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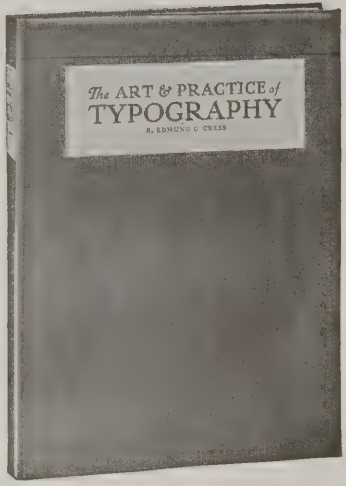

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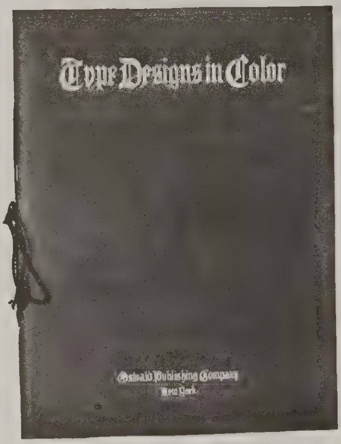

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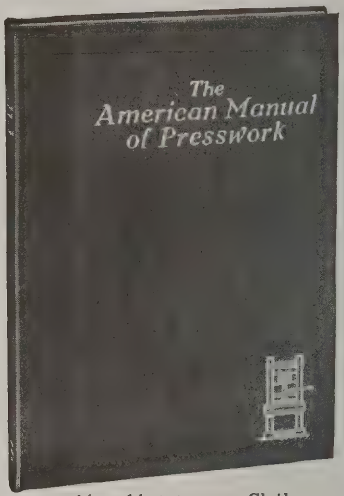

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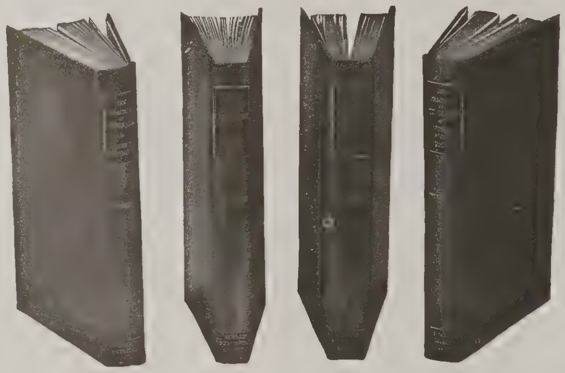

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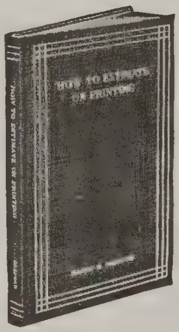

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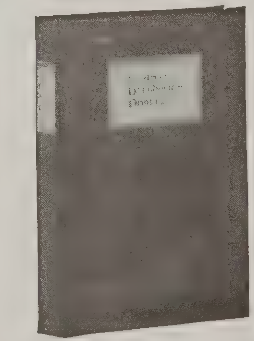

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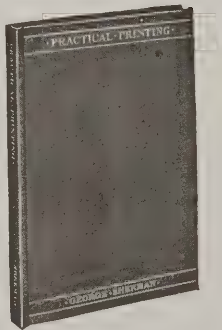

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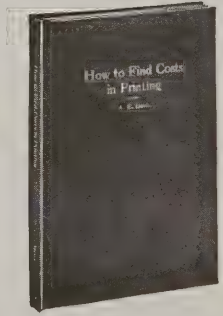

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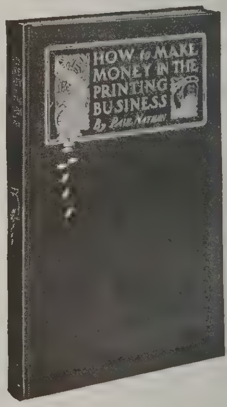

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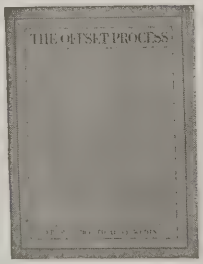

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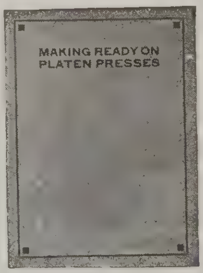

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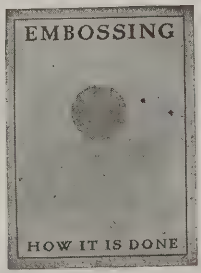

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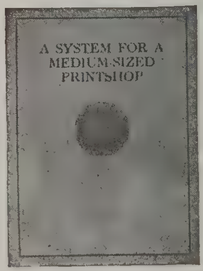

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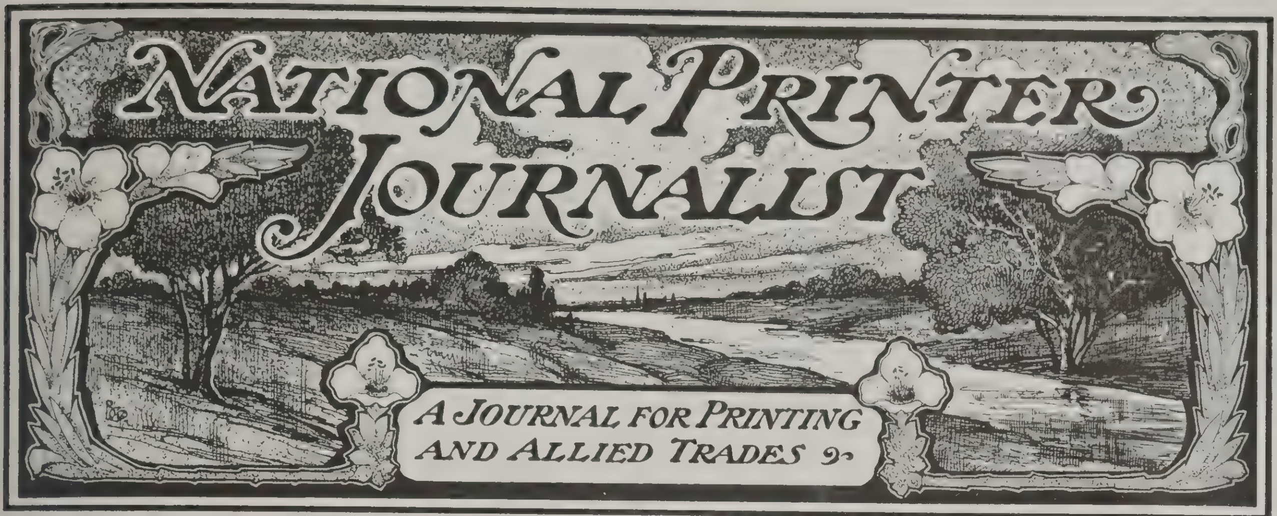
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VOLUME THIRTY-FOUR CHICAGO, SEPTEMBER, 1916 NUMBER NINE

A Master of Typography Passes Into History

LOUIS H. ORR, of the Bartlett-Orr press, of New York, died in the Hahnemann Hospital in that city, surrouned by his family, on the morning of Sunday, August 6, 1916, after a few days' illness. He is mourned by a large number of friends. This grief was intensified by the knowledge that Mr. Orr had enjoyed for less than a month the realization of his chief ambition: the installation of a model printing and engraving plant and a beautiful suite of offices on the twenty-first and twenty-second stories of the Printing Crafts Building. He was the inspiration of that great edifice, and he looked forward to the enjoyment of his reputation and success amid ideal conditions. He, at last, was satisfied, and justly proud of the result, when suddenly his handiwork was transformed into a memorial of himself and a sad incentive to his successors.

Louis Herbert Orr was born in Jersey City on March 7. 1857. His father, John William Orr, one of the more eminent engravers of his time, was then the proprietor of a wood engraving and printing establishment at Nos. 75 and 77 Nassau Street, New York. His mother was Mary Virginia Villers. A contemporary advertisement of his father's business states that he specialized in "illustrated catologs and ornamental show cards," and manufactured "illuminated envelopes." John W. Orr wos born in Ireland on March 31, 1815, and was brought to Buffalo in his infancy. In 1836 he completed his instruction in drawing and engraving in New York City under the distinguished William Redfield. He returned to Buffalo where he practiced wood engraving and published several illustrated books, notably "Orr's Pictorial Guide to Niagara Falls," in 1842, "the illustrations designed and engraved by J. W. Orr." In that year he went to Albany as artist and engraver for The Country Gentlemen (the oldest agricultural paper in the world, and now published in Philadelphia), and while there was awarded a gold medal for the best engravings of animals. In 1844 he settled in New York City where his first employment was on Harper Brothers' "Illustrated Shakespeare," but it was not long before he had his own establishment.

Louis H. Orr was educated at the Hasbrouck Institute in Jersey City, and after his graduation was taught printing by his father. The discipline was strict; the father exacted thoroness in every detail. A seemingly excessive severity caused the son to find employment elsewhere on two or three occasions, but each time he returned to his father, and in after years realized and freqently acknowledged the value of his father's wise discipline. As for himself, when he became an employer, he was careful and patient with boys insisting that their work be done right, and the positions held by those who learned printing under his teaching have justified his discipline.

Louis H. Orr

In 1879, being then of age he secured the position of foreman of the typographic department of the Morgan

Envelope Company in Springfield, Mass. Here he advanced and at the same time secured the friendship of Elisha Morgan, and began to cultivate his ambition. In 1881 he married Ada Ege of Jersey City and started a small printing shop on Pynchon Street, Springfield, in the Gilmore Opera House Block. Elisha Morgan, his former employer, was a social magnate in Springfield, and it is related that he sent word to young Orr to bring his bride to church on the Sunday following her arrival. There the Orrs found the Morgan family awaiting them in the vestibule, by whom they were escorted to the Morgan pew, thus establishing a social prestige in Springfield. Equally important is the fact that Mr. Morgan insisted upon being the first customer (altho owner of a printing office) and continued his support.

The printing done by Mr. Orr in Pynchon Street was superior. "Even then," writes J. B. Williams, mechancal superintendent of the Curtis Publishing Company of Philadelphia and one of Mr. Orr's apprentices in Springfield, "he had the reputation that he has maintained to the end—a printer with exquisite taste. I have yet to meet his equal." Larger premises were soon required, and these were in a new building on Main Street, near Bridge Street, and in honor of its tenant it was known as the Orr Building. It was here that Mr. Orr began his experiments in embossing with hard rubber male dies. He specialized in embossed printing, which was to the end a favorite method with him, and which in recent years he embodied his experience and ideals in the well-known "Orro Process." Eventually the Orr business was consolidated with that of Clark W. Bryan Company, Printers, and also publishers of The Paper World, with the name of the Springfield Printing and Binding Company, of which Mr. Orr was president and manager.

In 1891 Mr. Orr returned to New York to become a partner with Bartlett & Company, wood engravers of that city. During Mr. Orr's sojourn in Springfield he discovered the quality of the Bartlett wood engravings and decorative designs—process engraving was then in its infancy—and became a principal customer. On the other hand, Bartlett & Company were able to reciprocate with orders for printing catalogues illustrated by them. These reciprocal relations brought about the partnership. Mr. Orr added a printing department to Mr. Bartlett's business, which was removed to Nos. 21 and 23 Rose Street, New York. This event was announced by means of a handsome brochure entitled "A Modern Triumvirate," notable as being the first in which the vignetting of the illustrations were carried under the type lines. The triumvirate were Edward E. Bartlett, artist; Louis H. Orr, printer; and Theodore von der Luhke, wood engraver. Just at that time the bicycle boom was starting, and as the best of these vehicles was then made in New England, where Mr. Orr's reptutation was established, the new firm was carried to a notable success on a wave of bicycle catalogs.

In 1906, the name was changed from Bartlett & Co., The Orr Press, to the Bartlett-Orr Press. Of this company, Mr. Edward E. Bartlett is president; Mr. Orr was treasurer and general manager; and Mr. Walter M. Patterson (formerly assistant to the president) is secretary. In 1906, the plant having outgrown its quarters was moved to 119 West 25th Street. In 1916, another removal was compelled by the growth of the business, which is now in the Printing Crafts Building, a magnificent and colossal twenty-two-story edifice on Eighth Avenue and 33rd and 34th Streets, New York. The erection of so tall a building for printing or other manufacturing purposes is unprecendented, and has proved entirely successful. Mr. Orr's characteristic attention to details enabled him to impress upon the architects the need of extraordinary stability and freedom from travel of distracting noises. Thus it is that tho hundreds of presses and other machines are in use, there are no perceptible vibrations, and the noises do not carry from floor to floor.

Mr. Orr had a special pride in his staff organization, which he in the latter years had organized with the object of having the business continued in perpetuity, this being a strong factor in his ambition. He liked to feel that he was founding a permanent institution to perpetuate his name and fame. This staff is characterized by intense loyalty to its chief, and it is believed that it will ably accomplish Mr. Orr's ambition. The members with the length of service of each are as follows: Walter M. Patterson, secretary, 17 years; Edward E. Williams, manager of the art department, 23 years; Peter A. Stegle, chief of pressroom, 23 years; George Bayer, chief of composition department, 17 years; James A. Mitchell, chief of engraving department, 16 years; Isaac Van Dillen, Jr., general superintendent of printing, 12 years; O. W. Jaquish, Jr., chief of designing department, 7 years; and Charles B. Morse, selling representative,. A majority of the employes have filled their positions for long terms.

The word "eminent" most fitly characterizes the personality and professional abilities of Mr. Orr. Knowing the possiblities of his art both in general and in its smallest details himself practically proficient, he insisted upon nothing less than work that excelled. His technical skill was guided by that "exquisite taste" ascribed to him by one of his apprentices who himself possesses the same quality in marked degree. Abhorring things peculiar and all typographic "stunts," he earned the reputation of being the unexcelled printer of illustrated catalogs, each of which compelled the attention and admiration of even untypographic recipients, and which, nevertheless, conformed with the admittedly correct and therefore conservative principles of design and type composition. His was invariably a "quality shop," for quality buyers, and infinite pains and patience were expended to satisfy his own standard of excellence in the numerous details of the construction of a book embodying the whole art of expression as related to the object of the publication. We write these words knowing that they would please this departed master of typography as no others could. When asked how he maintained his uniform high quality of work Mr. Orr would say "Care," and if pressed for more detail, he would answer "More care." In latter years his role in his organization was chiefly that of inspirer and critic. He trusted his organization, and he was never the drudge of his reputation. He erected the high standard of the American illustrated catalog

While Mr. Orr's work was chiefly with illustrated catalogs, whenever another kind of work had to be done, it likewise excelled; nothing, however small, was done in the spirit of routine; the impress of thoughtful consideration shone on all his work. So it is not surprising that the master printers of America unanimously conceded his leadership. During the last few weeks of his life he often discussed a project of producing a few typographic works in honor of typography which without any commercial aim would endeaver to exhibit early twentieth century printing in its perfection.

As a man Mr. Orr was much admired and respected by his associates. He possessed the happy faculty of combining dignity with unfailing courtesy and joviality. At the time of his death he was a member of the Union League, The Bankers, The Ardsley and the New York Athletic

Clubs. He was a clubable man. Where he sat was the head of the table, but each one there felt that the seat at the right hand of the chief was the one intended for him. He left a widow and a son, Louis H. Orr, Jr., and two daughters, Miss Margaret Orr and Mrs. Dorothy Orr Farmer.

* * *

TRUE TO TYPE

John Adams Thayer the widely known and popular magazine man, began his advertising and publicity career by acquiring proficiency as a "type-sticker," and, like most printers who have progressed beyond the case, he finds it hard to keep from stealing back occasionally and getting ink upon his fingers.

One of Mr. Thayer's practices is to send printed postcards to his wife when he has occasion to be away from home. In every city there is pretty sure to be a print shop where he can obtain permission to set up a fifty or seventy-five word message to be started on its way to New York.

John Adams Thayer, Westport, Conn.

Mr. Thayer avoids the type-setting machine, because he regards it as being too impersonal for his particular purpose. "If I had to set my little story on the machine," he explains, "I might as well use the typewriter and let it go at that."

Mr. Thayer, in speaking of his love for the printing art, quotes Kipling:

"Try as he may, no man breaks wholly loose
From his first love, no matter who she be.
Oh, was there ever sailor free to choose,
That didn't settle somewhere near the sea?
Men must keep touch with things they used to use
To earn their living, even when they are free,
And so come back upon the least excuse—
Same as the sailor settled by the sea."

This picture, showing Mr. Thayer at the case, was taken in the print shop of the Mahin Advertising Company in Chicago. The distinguished printer is just finishing the work of setting up a lively report of his experiences at the National Republican and Progressive Conventions.

* * *

LOCAL EDITORIALS IN COUNTRY PAPERS

There is a right policy which country newspapers should follow in their editorial columns. It is the featuring of local subjects in preference to long editorials on national politics, other affairs of the nation, the European war, etc.

It is hardly to be expected that county editors can expect to write matter on affairs of the nation or world-wide interest that will successsfully compete in logic, argument and interest with the work of the highly salaried editorial writers on the large city dailies, weeklies and monthly magazines. Many country editors may imagine that their work is equal to the best but the discriminating public knows and subscribers are better satisfied to have their opinions on great subjects molded by other writers, leaving the editor their country paper to successfully untangle local knots and difficulties. The question of putting in the first pavement in a small city is vitally more important and of greater interest to the residents and subscribers of the local paper than an editorial comment on the effect of the latest European battle. The editorial columns are important factors in the success or failure of any country paper. Here the editor expresses his opinion and the policy of the paper its aims and opinions are expounded. Well-written, logical articles on local politics, improvements and progress and other subjects of purely local interest are always interesting to the readers and the other things being equal, a paper that furnishes the best local editorials will successfully advance against competing papers that lack these elements.

* * *

THE VALUE OF COUNTRY CORRESPONDENCE

The local news items sent in by correspondents form the most important department of the country weekly and this correspondence department is the foundation upon which many a paper has built its success. Newspaper men in the city may laugh at the items that are frequently sent in by these correspondents and quite often printed, when they read something like this:

"Jack Brown has just bought a new spring buggy and immediately hitched up his fast trotter and made a trip to Williamsville. There must be some special attraction down that way, Jack."

The chances are, however, that a good many people will find more interest in a little personal item like this than they will in the war news or a lengthy editorial on state politics. Farmers and people in the small towns take a local paper for the local news. Most of them also subscribe for a city daily or semi-weekly and they rely on these papers for the news of the outside world. I am sure that a country newspaper could be successfully published without printing any telegraphic or national news at all if its local columns reflected all the happenings of local interest in attractive style. In the olden days a country correspondent was willing to send in a half column of matter each week in exchange for a complimentary subscrition to the paper. Nowadays this correspondence is likely to be more expensive. But it is worth all it costs and its importance in getting and holding subscriptions can hardly be over-estimated.

HOW THEY TRAVELED IN 1838

Cleveland, Ohio, Aug. 16, 1916.

Benjamin B. Herbert, Editor National Printer-Journalist, Chicago, Illinois.

Friend Herbert:—The inclosed letter to the man for whom you were named, will be of interest to you and your Ohio readers as well as to many others who have scattered from the Buckeye State to all parts of the great west and northwest. JAMES G. GIBBS.

The letter is prefaced with the following explanation by a local Huron County paper from which it is clipped:—

"In these days of a mile a minute autos and railway trains it is interesting to read how a man traveled in Huron County about 78 years ago. A letter from Mrs. Jessie Briggs Tinkham of Rochester. Vt., in which she says the news of the death of Mr. Manahan recalls a letter she has, written to her grandfather by his nephew years ago, about his journey from Greenwich to Detroit. The grandfather was well known to early residents of the Firelands. He was Benjamin Briggs. Her father was Alexander Briggs. The enclosure in Mrs. Tinkham's letter reads as follows:

Utica, Michigan, April 16, 1838.

Dear Uncle and Aunt:—I will give you a short description of how our journey to this place:—we staid at Reedtown over night took the stage there in the morning and went to Lyme, twelve miles; staid there until twelve at night, then went to lower Sandusky, eighteen miles, got there in the morning, about light. That brought us to the black swamp. The stage was too heavy loaded, there we had to hire a private team to carry us thru the swamp, thirty miles and oh, "horror of horrors" of all the holes that ever I got into, that was the worst, but we made out to get out of it alive, but not without being pretty well tired out. We staid at Perrysburg two nights and one day then crossed the river to Maumee, staid there two nights and two days on acount of the going being so bad, the stage would not run. Some of the time we traveled ten miles a day and some of the time twelve miles just as it happened. We reached Detroit eleven days after leaving your house. Some of the way we rode in a coach, some of the way in a lumber wagon, some of the way in a sleigh, some of the way in an old French pung, and some of the way in a wheelbarrow.

C. C. RICHMOND.

The editor is pleased to hear, in this intimate manner from an old friend, Mr. Gibbs, who was for many years the trusted and efficient Treasurer of the National Editorial Association. It is personal but then the editor feels that he and the readers of the National Printer-Journalist constitute but one family and for that reason have been tempted to add somewhat still more personal and a little peculiar about the name of the editor that was in a measure self-chosen. The editor of this paper was first named by his parents Benjamin Franklin, not in recognition of the great printer, but in affection for the husband of the mother's youngest sister, Benjamin Briggs, and a brother Franklin Brown. In the winter of 1853 the boy, who had just passed thru an eleven weeks' siege with typhoid fever, journeyed with his parents back from his birth place at Centerville, now Cuba, Fulton, County, Illinois, to the old family home in Huron County, Ohio, to visit the two uncles and other relatives of whom he had only heard. Benjamin Briggs was an ex-Vermont school teacher, jolly with a thoro good nature, kindliness and sympathy and stories to win the hearts of boys. He probably would have made a success as editor of a home paper. Franklin Brown was a man of equal ability, more successful but somewhat taciturn. On the return to Illinois the affection won by the Vermont school teacher remained with happy memories and the boy besought the parents that he be called Benjamin Briggs and the wish was granted to the farmer boy who had no idea at that time of becoming in a way a member of the great and honorable fraternity of printers and only knew of the great Benjamin Franklin as the man who had drawn the lightning from the clouds with his kite. Wonder if any one else ever escaped bearing the burden of a great man's name? We recently met a boy who seemed to feel the burden of the bearing the name of Isaac Newton, so being an only son, gave as his name "Junior" with his sir name.

The editor would now be proud to hear the name of the great printer tho it was given with no view as to the great philosopher, but even now, it would be in a measure embarrassing and we are satisfied to bear the name of the humble school teacher and farmer who never attained either wealth or fame, but only a name for kindliness, love and generosity.

In those early days in Ohio and Illinois the recognition of the bonds of kinship, the honoring of friends and relatives, and keeping the family feeling were more potent than the seeking after great names. They traveled the way of simplicity, love and friendship, with ambition to build homes and competence in the new regions and were passing rich on a farm with an income of $500 a year.

* * *

INCREASED FACILITIES FOR INTERTYPE CORPORATION

As a result of its steadily increasing business and the added demands imposed upon its factory facilities thereby, the Intertype Corporation has found it necessary to move its general offices to commodius quarters on the eighth and ninth floors of the new Terminal Building, 50 Court St., Brooklyn, N. Y., on which a five year lease has been taken. Here will be found the President's Treasurer's and Secretary's offices and the credit, publicity, purchasing, service and accounting departments. The offices were formerly located on the first floor of the company's factory building at the foot of Montague St, The space in the factory thus left vacant will be utilized by an enlargement of the assembling department, which has of late been evercrowded because of the increased sales of standardized Intertype machines.

The company's extensive printing department also has been moved from the factory building to a convenient location near the general offices.

The factory superintendent retains his offices in the factory building. For the benefit of those customers who live in the vicinity of Brooklyn, it is announced that the telephone number in the new location is the same as formerly—Main 4742. It is also requested that all supply orders and correspondence, which heretofore has been addressed to the company's offices at the foot of Montague St., Brooklyn, shall in future be sent to the new address, Terminal Building. Customers calling at the new offices should go to Room 805. The New York sales department will remain in its offices on the 10th floor of the World Building.

This is the third change of location made necessary within the last few months by the continued growth of Intertype business. The other two were a change by the Chicago Agency of the company from Rand-McNally Building to Old Colony Building, and by the New Orleans Agency from 316 Carondelet St. to 539 Carondelet St.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

PERSONAL BUSINESS CARDS

Address communications and samples for this department to
Slug Seven, care of National Printer-Journalist.
4620 Ravenswood Ave., Chicago, Ill.

THE personal card is one of one of the most important jobs in the entire category of job work. And its importance is far more appreciated than the importance of many other important kinds of "printed matter." It is upon its presentation a part of the personality of the salesman or whoever presents it, as well as of the personality of the firm he represents. It is sized up at the time time as his eyes, his chin, his collar and his shoes. And it is, or should be part of the personality he leaves behind him when he goes.

I once looked over a series of papers on salesmanship that a great correspondence institution purchased, but I believe, never published. I recall one remarkable recommendation of a strange brand of economy that surprised me, for the course was prepared by members of the staff of a great business magazine that has won its success largely thru its very considerable use of job work in its splendidly conceived and scientifically analyzed advertising. The passage read about as follows:

"The salesman, on leaving, should pick up his card, as he could save the cost of fifty to seventy-five cards a day, there being no use of leaving it with the prospect or customer."

What-d'ye-think-o'-that?

In these days when advertising is so well recognized as the cord to the bow, or the bow to the cord, a so-called expert on salesmanship gives such advice as this!

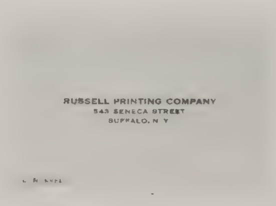
How many an advertiser would like to have his printed matter personally distributed, if he knew the right person would hand it to the "prospect or customer"! And yet the ordinary distributor might annoy the recipient as he could never be annoyed were the mail depended on. But surely after the salesman has been admitted to a talk to the man he wants to influence, this most difficult problem of the distribution of printed matter is here solved most easily. And the card will very likely be seen at some time when it will be an inspiration to reconsideration or purchase where other printed matter which came in heaps would possibly never be seen again.

I'll tell you one thing that gets the portion of my negative spirituality—known as my goat—and that is to have a man I have been talking to hand me back my business card himself! I may be unduly sensitive, but I feel sometimes humiliated, sometimes close to being insulted—always mad. And particularly so when I know that if that man looked at my card in some moment when he was feeling more like business, it would doubtless lead to my getting an invitation to call or my firm's getting work to do, or both.

The kept card is a standing advertisement—and a cheap one. And the better card it is, the better advertisement it should be.

◆ ◆

Possibly the severely, or at least the purely plain, is more popular in card composition than in other business printed matter. But many printers, realizing that the card, like a blotter for instance, gives them a chance to show what they can do outside of the merely plain, often use considerable elaboration and something unique in stock or inks, or both. The Russel Printing Company use a plain card (A), but the face is a new one—or seems so to me, at any rate—and the card thus has a distinct advertising value. For suggestions as to such cards one should take advantage of the type founders' advertising as well as the different departments



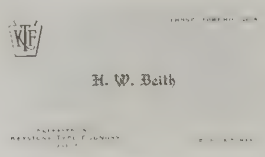
RUSSELL PRINTING COMPANY
543 SENECA STREET
BUFFALO, N Y

A

of the N. P.-J. There are some splendid ideas as to card composition in specimen sheets and booklets advertising some new stationery face or faces, or some old faces combined with new.

✧ ✧

Here (B) is the card of a representative of one of the great foundries. Two faces are used, besides the keystone, which is embossed in red orange, which is particularly attractive in bringing out the light and heavy lines of the design.

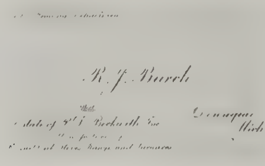

H. W. Beith

KEYSTONE TYPE FOUNDRY

B

✧ ✧

Here (C) is a card in script—far more script than is generally on a card. For that very reason the selection of script was a good one, making the card out-of-the-ordinary. It is the card of the superintendent of the printing department of a stove manufacturer, and is engraved.


R. J. Burch

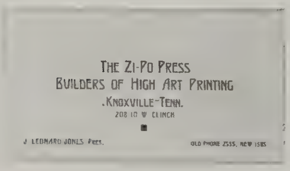
Mich

C

But printing and all kinds of engraving are intimately associated these days. It furnishes a suggestion for use with script type, as well as for other engravers. And many a card no one need be ashamed to present is done with script type such as the layman cannot tell from engraving, easy tho the telling may be to those who know.

✧ ✧

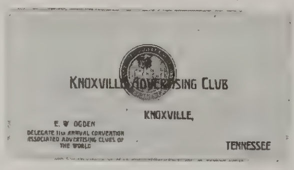
I am showing two cards (D1 and D2) evidently both done by the Zi-Po Press, tho I cannot give the delicate effect of the two colors that are used on both with the black—a light gray for border, and an orange for the seal in the card of the advertising clubs and for B and H and A and P and the block inside the square on the printers' own card. I am showing these two cards together because of the beauty of the face they both employ, and also to show how different they are while yet being so much alike. An advertising club surely wants individuality in its advertising—and of course they would admit that this card is a form of advertising—and yet do you suppose that they care that there is a Zi-Po Press individuality about their card, too, when these printers have used their distinctive type and color plans to give the club an individuality of its own? No, I think it is a good recommendation for an advertising club that they patronize a printer who puts his individuality—his soul—into his work, and in doing so brings out the individuality, the spirit of the club.


THE ZI-PO PRESS
BUILDERS OF HIGH ART PRINTING
.KNOXVILLE-TENN.
208 1/2 W CLINCH

J. LEONARD JONES Pres.

OLD PHONE 2555, NEW 1585

D1


KNOXVILLE ADVERTISING CLUB

KNOXVILLE,

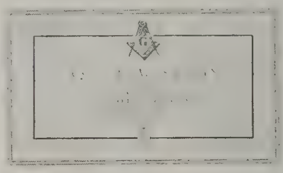
E. W. OGDEN
DELEGATE 11th ANNUAL CONVENTION
ASSOCIATED ADVERTISING CLUBS OF
THE WORLD

TENNESSEE

D2

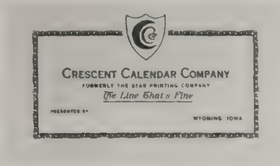
✧ ✧

Men who are members of such an organization as the Freemasons sometimes use the symbols of the order on their cards, even if the card does not refer to any special office they may hold in the body. On this card (E) Mr. Sahlin of the Roycroft shop uses both a fraternity symbol and that of the famous print-shop. The job is in purple, with the inner rules in orange and is a tasteful piece of composition. It should be noted how effective the short line "Foreman"—and in the same size as three lines beneath is by itself over the pyramidal composition and how neatly the little New York and the top of Roycroft mark rounds off the pyramidal effect. Note, too, that the line "Alex Edw. Sahlin" is a little the longest. This card is well worthy of the study as an example of fine, modern pyramidal composition. Those who have not yet attempted such composition have in the points I have called attention to excellent guides to artistic and original work of this nature.


E

✧ ✧

Here (F) is a modern card which is splendidly whited. Red orange is particularly good for color where there is heavy ornament like the crescent, which is more red than orange, and the fine line "The Line That's Fine," and the fine line beneath, which are more orange than red. With such a border, such a use of white is very good.



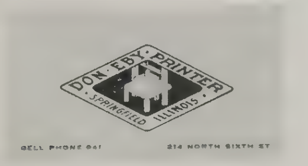
CRESCENT CALENDAR COMPANY
FORMERLY THE STAR PRINTING COMPANY
The Line That's Fine
PRESENTED BY
WYOMING, IOWA

F

And remember that there is a good wide border around the card. It was presented by R. R. Marshall.

✧ ✧

Such a design as this on a card (G) is out-of-the-ordinary and very effective with its orange tint in the center, and blue-black for the rest.

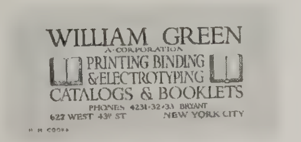


DON · EBY · PRINTER · SPRINGFIELD ILLINOIS ·
BELL PHONE 941
214 NORTH SIXTH ST

G

✧ ✧

I knew a Brown-Green Co., printers, who took especial advantage of their harmoniously-colored name. Mr. Green uses green ink over a green tint (H). On the other side he tells his specialties in beautiful squared composition inside a panel, and gives the address of his works, which cover over 95,000 feet of floor space. Some works! And they get out works of art, if this is a sample.



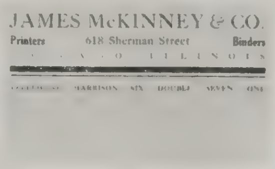
WILLIAM GREEN
A CORPORATION
PRINTING BINDING
& ELECTROTYPING
CATALOGS & BOOKLETS
PHONES 4231-32-33 BRYANT
623 WEST 43RD ST
NEW YORK CITY

H

And this reminds me—we were speaking of a card as an advertisement. Do we think often enough of the possible value of the reverse side?

✧ ✧

Card I is remarkable as leaving over an inch white space at the bottom for the representatives to write in his name of for other purposes, mayhap. It would do as a shipping card. It is remarkable in other ways. "Printers," "Binders" and the heavy rule are in lake. I like the spacing between the letters over the heavy rule. Of course such type as "Printers" and "Binders" looks better in color on such a job than it will in the reproduction.

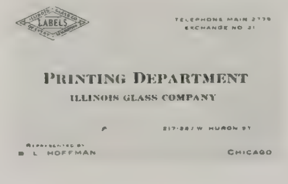


JAMES McKINNEY & CO.
Printers 618 Sherman Street Binders
[illegible] ILLINOIS
[illegible] HARRISON SIX DOUBLE SEVEN ONE

I

✧ ✧

There's a business-like look about J. And it gives a punch to the words, "Printing Department." The word "Labels" in the diamond and the representative's name are red.

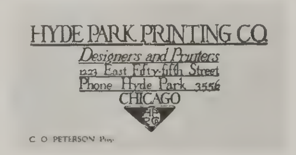


LABELS
TELEPHONE MAIN 2779
EXCHANGE NO. 21
PRINTING DEPARTMENT
ILLINOIS GLASS COMPANY
217-227 W. HURON ST.
REPRESENTED BY
B. L. HOFFMAN
CHICAGO

J

✧ ✧

Now here is a lettered card (K). Rules scarlet, as well as the name of the "Prop." In such composition the short lines make you read them while the head keeps getting in its work.



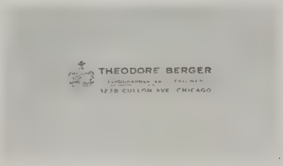
HYDE PARK PRINTING CO.
Designers and Printers
1223 East Fifty-fifth Street
Phone Hyde Park 3556
CHICAGO
C. O. PETERSON Prop.

K

✧ ✧

Several excellently composed cards I have on hand have various sizes of rule borders embossed in white. As a general rule, I do not care for this style. Is it, however, because of the hideous "calling cards" that used to be so popular in the trooly rooral districts?

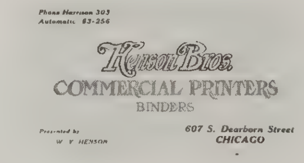
On Theodore Berger's card (L) I do not find it so objectionable as on some, being far removed from the type. But maybe it's because the other composition and color are so attractive. The heavy places of the shield are bronze, and rest of the shield and the letters purple, and the rules light blue. There! I'll tell you! As a boy, I used to make coffin-plates for an undertaker, and I guess that's what the embossed rules remind me of. Then I got so tired of seeing—in some districts I went to years ago—coffin-plates as mantel ornaments. But that was in the dark days of religion and art—in typography as in mantel decoration.


THEODORE BERGER
3238 CULLOM AVE CHICAGO

L

◆ ◆

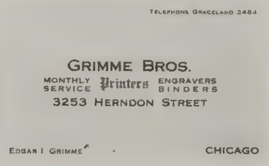
The use of colored stock for cards does not seem so much in vogue as it was a few years ago. On this card (M) the gray goes very well with the dark and light blue—the firm's name is light blue, bordered by dark and particularly so with the beautifully gray letters of "Commercial Printers," "Binders." The central portion of the job is embossed.


Phone Harrison 303
Automatic 63-256
Henson Bros.
COMMERCIAL PRINTERS
BINDERS
Presented by
W F HENSON
607 S. Dearborn Street
CHICAGO

M

◆ ◆

"Printers" and Mr. Grimme's name on N are red-orange. Was there ever so popular a color for little patches like this?


TELEPHONE GRACELAND 2484
GRIMME BROS.
MONTHLY SERVICE Printers ENGRAVERS BINDERS
3253 HERNDON STREET
EDGAR I GRIMME
CHICAGO

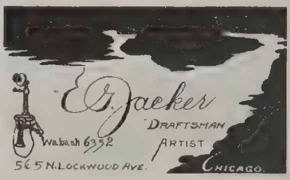
N

I have many cards I simply could not do justice to, one being that of the Catalog Service Company, Inc., of South Bend. Ind., with a remarkable gray tint with streaks of white just where they give life to the gray letters, and a round work-mark design in bronze-green. Then there is the 4½x 3¼ card of the Jahn and Ollier Company, Chicago, with its wonderful tints and embossing. Both sides of this personal card read the long way.

◆ ◆

And I guess that will have to be all for this time except that I will have to show a tail-piece (O) that reminds me of the line from Mother Goose:

And all the sea was ink.


E. G. Jaeker
DRAFTSMAN
ARTIST
Wabash 6352
565 N. LOCKWOOD AVE.
CHICAGO.

O

⁂

NEWS NOTES OF UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

Western Representative Harry S. Stuff of the United Typothetae and Franklin Clubs of America, has returned to the Pacific Coast, after spending several weeks in the Middle West and Eastern states. He is at present extending organization work in the State of Washington.

The United Typothetae and Franklin Clubs of America sent out from its headquarters early in August, a booklet entitled, "Printers' Terms and Other Terms." This article, written by Mr. J. Horace McFarland, contains many constructive thoughts and should be read and digested by every printer. If you have not obtained a copy, write to the National Office at Chicago.

Don't fail to see the Exhibit of Printing, held under the auspices of theAmerican Institute of Graphic Arts, at the Thirteenth Annual Convention of the United Typothetae and Franklin Clubs of America which will be held at Atlantic City, September 12, 13 and 14. The exhibit will be shown in the lobby and corridors of the Hotel Traymore.

The campaign for the collection of records of bindery production, being promoted by the United Typothetae and Franklin Clubs of America, has created considerable interest abroad, as well as in this country. Interesting communications have been received from printers in England, Holland and Australia.

The Composite Statement of Cost of Production for the year 1915, just issued by the United Typothetae and Franklin Clubs of America, to the membership, contains valuable data and interesting statistics. Hour costs have advanced in all departments of the printing plant over the year 1914.

⁂

DRAWINGS, ENGRAVINGS AND ELECTROTYPES TO WHOM DO THEY BELONG?

"Who owns the Plates?" has been widely discussed pro and con by the printer and his customer. This mooted question can be ably handled, and to the entire satisfaction of all concerned, if printers will govern themselves in accordance with the trade custom which has been printed for several years in the Standard Price List of the United Typothetae and Franklin Clubs of America, and reiterated by the Executive Council of the National Organization at their July meeting. The trade custom is as follows:

Ownership of Drawings, Engravings and Electrotypes

"All drawings, engravings and electrotypes, made or bought by the printer, and used in the production of a complete job, remain the exclusive property of the printer and do not become the property of the customer unless distinctly so specified in the original contract, and charged for specifically in the bill."

* * *

The Press Congress of the World

With a free press and a helpful, understanding co-operation and interchange of views among the newspaper makers of the whole world, there would not be any limit to the good that might be accomplished for civilized peoples. The newspapers are the sources not only of world wide information as to current events but of all that is being wrought out for the betterment of mankind in the fields of education, government, the industries and commerce. Thru honest, intelligently edited and conducted newspapers, loyal to the rights of man, and committed to the cause of justice and righteousness, the whole world may be advanced toward all that concerns the welfare of the human race. Ignorance and distrust among nations are largely the sources of jealousy, misunderstanding and animosity. Get the newspaper men of all the world nearer together and you will get all the peoples of earth nearer together. The organization of the Press Congress of the World at San Francisco in July, 1915, was the putting on foot an agency that may be made to yield more for the peace and well being of all peoples than the treaties that were ever entered into. Mutual understanding, acquaintance, sympathy and friendship are worth more than agreements that may be broken thru overpowering, ignorant, short-sighted selfishness.

The only regret is that this organization could have been more perfect from the start with an established and liberally endowed headquarters and paid secretaries in each nation. However, the meeting together of representatives of the press from all countries in different nations will exert a beneficent influence that will be broadening and more and more intensive. The very existence of such an organization has value and the more broadly it is made known and magnified as to its possiblities and importance the better will it be for the press and the people of the whole world. So closely is the world knit together thru dependent industries and commerce, that, as the existing World War has taught, the interests of all are mutually interdependent and one people or nation, however small, cannot be caused to suffer without some injury to all. In view of these facts, we feel that we are doing a real service to press and people in anything that we may be able to do to help promote the Press Congress of the World.

From President Walter Williams we have received the following and gladly comply with the suggestions contained therein:

Columbia, Missouri, U. S. A., August 18, 1916.

B. B. Herbert, National Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Ill.

Dear Colonel Herbert:—I enclose Bulletin No II of the press Congress of the World, just issued, thinking you might find it worth while for republication in the National Printer-Journalist.

With cordial regard

Very sincerely,
WALTER WILLIAMS,
President.

The Bulletin

"1. In response to the invitation of the Government of New South Wales, Australia received and accepted by the International Press Congress assembled at San Francisco, California, in July, 1915, the Press Congress of the World will meet at Sydney, N. S. W., in March-April, 1918.

"2. The Press Congress of the World was organized on a permanent international basis during the San Francisco Congress, referred to above, which was attended by 956 accredited delegates, representing 29 Countries and 46 States. It is intended that the new organization shall meet in a different country every third year, the first gathering under this scheme being the one at Sydney, to which your attention is now invited, and in which your participation is sought.

"3. Congresses of Pressmen held previously have been almost exclusively confined to the newspaper press and to proprietors and editorial representatives. The Press Congress of the World aims at securing much wider interest, and consequent importance and usefulness, by organizing upon such lines as to embrace a number of sections so arranged as to provide a place and a voice for everybody engaged in press work, whether as employer or employee—man or woman—and whether engaged in the editorial, newsgathering, art or commercial branches of the profession and business, and whether on the daily press, magazines or other periodicals or in independent contributing or authorship. With this in view the Congress will briefly, be divided in the following sections:—

(a) Newspaper Press.—Editorial, literary and news departments; commercial management in its general bearing; circulation departments; advertising; mechanical.
(b) Provincial and Rural Press.—Similar to (a)
(c) Periodicals and Magazines.
(d) Authors and Writers.
(e) Art as applied to the Press.

(f) Trade and Technical Press.

(g) Schools of Journalism.

(h) Trade Suppliers (i. e., manufacturers of machinery, paper, ink, &c.).

"4. The general list of invitations will include—

(1) Appointed delegates:—

(a) Those appointed by National and State Governments.

(b) Those appointed by organizations of Press interests under the various sections of the Congress.

(c) Those nominated by individual institutions (e. g., The British Institute of Journalists, &c.) or persons or firms.

(2) Invited delegates, i. e., men and women of special note in the various sections of Press activity covered by the Congress.

"5. The business of the Congress will be to hear and discuss papers and addresses upon subjects of common interest to members of the various sections. By the intermingling of Pressmen from all countries, and the social intimacy accruing therefrom, no less than by the interchange of opinions thus made possible it is thought, and hoped, that better understandings will be arrived at which cannot fail to be of international advantage, in a wide sense, and that efficiency of the Press and Pressmen in their spheres will be improved.

"6. The daily increasing importance of Australia in world politics and commerce as well as the part the British Overseas Dominions must take in the solution of problems which will necessarily arise after the War, makes it important that journalists of all classes and all countries should, in the interests of themselves and the journals they represent, become so far as possible intimate with the conditions obtaining in the distant portions of the British Empire. The meeting of the Congress at Sydney will afford an exceptional opportunity for doing this, inasmuch as those attending it will be enabled to see things for themselves, and will have at their command all the facilities that the Government and commercial industrial institutions and organizations can provide. Although the Congress will meet at the invitation of the Government of New South Wales, the visitors from abroad will be equally welcomed in the other States of the Commonwealth and in the Dominion of New Zealand.

"7. The expense entailed by attending the Congress will be reduced to a minimum by concessions in fares for oversea transport and by the free traveling that will be offered on Australian State-owned railways. Hotel accommodation in Australia is of a high class, and the tariff everywhere is exceptionally moderate when compared with that prevailing in other countries.

"8. The Congress will be formally convened in correspondence that will reach you at a later date from Doctor Walter Williams, Dean of the Faculty of Journalism at the University of Missouri, Columbia, Missouri, U. S. A., who is President of the Congress. He will also from time to time acquaint prospective delegates with the progress of events. Requests for further information should be addressed to him (as above), or to me at the Office of the Premier, Sydney, New South Wales.

" J. W. NIESIGH,

"Vice-President for Australia in the Press Congress of the World, and Representative of the Government of New South Wales thereon."

* * *

A Visit to the Home of President Tomlinson

Facts of Interest to Those Who Have at Heart the Welfare of the National Editorial Association and the Success of the Great 1917 Convention at Minneapolis—With Suggestions of Value to Newspaper Makers Who Are at the Same Time Promoters of Cities Beautiful.

The following kindly, intimate account published in the Blue Earth County, Minn., Enterprise of the visit of Vice-President H. C. Hotaling, wife and daughter to the home of E. H. Tomlinson, the newly elected president of the National Editorial Association will be appreciated by all newspaper makers and especially by members of the Association. It is just a chatty, pleasing, kindly story of a pleasant visit, yet it contains very much as to the busy life of service of an editor who is alive to the upbuilding of a worthy publication and to all the best interests, the well-being and the improvement of his city or community. Such editors, such establishments and such papers make for respect, for the influence and the usefulness of the press:—

Morristown, N. J., June 30, 1916.

Not satisfied with the one one day in Jersey the Enterprise family accepted the invitation of President and Mrs. Tomlinson to visit them in their home at Morristown and this was the day available for the trip, so entering the "Tubes" on 33rd street we soon found ourselves on the Jersey side of the Hudson. Here cars were secured for our destination passing thru Newark and East Orange where former Mapletonites reside and where we should like to have stopped but our schedule was even now behind time. On our arrival at Morristown we were met by our host with his auto and in short order were at home with friends partaking of a most tempting dinner. The Tomlinson home is located on one of the shady residence streets of the city and the view from the rear of the home impresses one very much the same as that secured from some of the hills overlooking Mankato with this exception, Mr. Tomlinson's yard is filled with trees laden with ripening cherries and roses like those which would grace an Oregon garden. The home is a restful one with broad porches, an air of comfort and hospitality permeating all the surroundings.

The new president and his charming wife are busy people like all connected with the newspaper business. They have their cares but are of the sunshine spreading class and we feel very certain that the coming year will be one of the most successful one of the most successful in the history of the National Editorial Association.

Mr. Tomlinson is a quiet thinker, a worker, one not given to show but rather to results as indicated by his work the past two years in endeavoring to solve the troubles of the printer and the foreign advertiser. To know this man is to know a student of the printing industry, one who has faced all the problems that confront the publisher who conducts an inland daily paper and who can sympathize with even the smallest publisher in his trials and cares.

At the conclusion of the dinner a visit was made to the Record office over which Mr. Tomlinson exercises personal supervision and a trip thru the plant was taken. The office is well equipped in a building constructed for the business but present indications are that it will have to be enlarged to keep up with its growing needs. After furnishing copy for the linotypes, giving a few directions to the reporters, talking with the pressman, looking over the paper supply and running thru his mail, the busy man of the "Record" was ready to take a short "lay off" to show us the beauties of Morristown and they are many.

It has miles and miles of palatial residences. The city has a population of 13,000 but it differs very materially from a city of the same size in the west. Its inhabitants are largely commuters, those who do business in New York and make their home where they can enjoy the pure air and quiet of the country. The car service permits of going and coming at almost their own convenience and the joys of living are greatly increased by residing in a place with all the attractions which this little city possesses. There are some vast estates here owned by wealthy men which have only to be seen to be admired, no expense being spared to keep the lawns and hedges in the finest of trim while long driveways lined with blooming flowers present an appearance that is truly captivating. We were permitted to view dozens of these handsome homes as well as the city itself in which there are many very attractive and substantial buildings, among them being several especially fine churches, one of which cost $80,000. In the very center of the town is a park around which the business interests of the place have been built. One of the most attractive buildings in the city is the depot of the Lackawanna railway and indicates that in the east the transportation companies are anxious to do their part in beautifying a city. This is in striking contrast to the old sheds which answer for a depot in our capital city, St. Paul. The Morristown station cost in the neighborhood of $100,000 the waiting room in the main building being 35 feet wide and 60 feet long. The city also a Y. M. C. A. building and public library and all of its fire apparatus is of the motorized class. A former mayor of the place left as a memorial, funds with which to provide a children's playground and one has only to note the enjoyment of the little ones to realize that it is a monument more enduring than granite and far more useful.

Morristown is being modernized. Its development is now more rapid than at any other period in its history because of the desire of those from the crowded city to take advantage of the splendid locations for country homes among its beautiful hills. Morristown made its appearance upon the historic map way back in Revolutionary times and the house is still standing where Washington made his headquarters during the winter of 1777. The location was especially favorable and while originally selected as only a temporary halting place, its adaptability was immediately recognized, the chain of hills guarding the location and making it difficult for hostile troops to approach from the sea. The building selected for the headquarters was the Free Mason tavern and today houses one of the most complete exhibits of colonial days. In it we find old-fashioned spinning wheels a big Dutch oven, candle moulds, great brass kettles, tin baker for baking bread, pewter dishes, old-fashioned foot warmer, andirons, etc. Among the heirlooms is one of America's first clocks, and one of the giant links of the great chain which was stretched across the Hudson river for defensive purposes. It is said one end of the heavy chain was fastened near West Point and the other at Constitution Island and the story told is that "Washington constantly overlooked the construction of the links at Chester in Orange County, and when they were completed they were dragged to the river in ox carts. This chain was a cause of much anxiety to Benedict Arnold in his plans to deliver West Point to the British, and he wrote Andre a few days before the discovery that he had ordered a link taken to the smith under the pretense that it needed repairs, and promised that the link would still be missing when the British took possession of the forts."

Our time was so limited we simply had to take a fleeting glance at the relics of Revolutionary days and again clambering into our car, we sped on to enjoy more of the city's beauty and more of the hospitality of our hosts as they would not let us take our departure without another repast. This was secured down town at a modern cafe and before we hardly realized it we were compelled to tear ourselves away from our friends because of an appointment back in New York. But then it is good to have friends like the Tomlinsons and tho the visit was short it was most enjoyable.

"Was ever there a sweeter word
Than just plain friend,
And first of all and last of all
And best of all dear names
To cheer, and lift, and guide us on,
A helping hand to lend
There never was a more loving word
Than just plain friend."

N. B. We are prompted to add right here that this letter is an excellent model for editorial or other correspondence to a home paper The home people are kept always and kindly in view. We have noticed that this has characterized the Hotaling letters for years past and we have been surprised at the number of the former residents of Mapleton and Blue Earth County that are met and visited in all parts of the United States and are talked about in scores of letters. Keeping in touch with former residents, telling about their whereabouts and their doings retaining their friendships and keeping their names on the subscription list, are important matters for a home paper.

* * *

INDISPENSABLE

Glen Ellyn, Ill., Aug. 15th, 1916.

Col. B. B. Herbert, 4618 Ravenswood Ave., Chicago, Ill.

Dear "Father" Herbert:—Enclosed find check to pay for a renewal of my subscription to the National Printer-Journalist, which I refard as indispensable and one of the principle working tools of my profession.

With best wishes and warmest regards, I am,

Yours fratenally,

FRANK RODERUS.

THE NEW SCHOOL OF PRINTING AND THE GRAPHIC ARTS

Wentworth Institute, Boston, Opens in September, 1916 and Is Conducted with the Boston Typothetae Board of Trade and the Committee on Apprentices of the United Typothetae and Franklin Clubs of America

The Boston Typothetae Committee on Apprentices takes pleasure in announcing that arrangements have been made whereby the School of Printing, maintained for the past 16 years by the Printers of Boston at the North End Union, has been transferred to Wentworth Institute, Huntington Avenue and Ruggles Street, Boston.

The scope of the school under the direction of Wentworth Institute will be much enlarged. The instruction will include hand and machine composition, platen and cylinder presswork, electrotyping, photo-mechanical engraving processes on zinc and copper, color process work lithography, and bookbinding.

Three day courses are offered: first a one-year course in printing for beginners and persons with little experience; second, an advanced one-year course for applicants who have had practical experience in some line of work, and for mature persons possessing a high-school education or its equivalent; third, a two-year day course in printing and the graphic arts for applicants who wish to train themselves for advanced work in the printing industry.

Evening courses will also be offered for the benefit of apprentices and other workmen. These special courses will enable students to improve themselves in the lines of work in which they are regularly employed or to learn some of the related special branches which they might not have opportunity to learn in the shop, such as hand composition, platen and cylinder presswork, advanced presswork, chemistry for printers, design for printers, etc. All these special courses will be under the direction of carefully selected instructors.

By means of part-time day courses the school will enable employers to have their shop apprentices and junior workers instructed in the various branches of the printing trades beyond the capabilities of the busy shop, and the evening courses offer additional opportunity for instruction to all, young or old, who may desire to perfect themselves in any branch of the industry.

The new School of Printing and the Graphic Arts at Wentworth Institute will be opened in September. Mr. A. A. Stewart the director of the North End Union School, will be in charge of the trade work of the Wentworth Institute School; and the related subjects, such as English, mathematics, color design, applied science, etc., will be in charge of competent instructors. Also the new and modern equipment, which will be provided in all departments, will ensure opportunity for young men to learn the trade of printing in a most thoro and efficient manner.

The new facilities and very greatly increased floor space will make it possible to continue the excellent work which has been done by the school at the North End Union and to enlarge its usefulness far beyond anything possible in the old location. The North End Union School made Boston a leader in the movement for sound, systematic apprentice instruction in the printing industry. The new school will make Boston a center of printing training. It cannot fail to be of the greatest value to the industry in Boston and thruout New England.

The school at Wentworth Institute will be conducted in close relation with the industry, as a committee on apprentices of the Boston Typothetae, and a similar committee of the United Typothetae and Franklin Clubs of America, will act in advisory capacities to the new school. The school will also keep in close touch with employees as well as with employers.

The tuition fee is merely nominal, bearing but a very small proportion to the cost. It is $6.00 per term (three terms per year) for day courses, and $6.00 per season of six months for all evening courses. In addition there is charged a small laboratory fee of from $3.00 to $5.00 per term for day courses for the purpose of covering the cost of breakage and material wasted.

The employing printers of Boston and New England are urged to do everything within their power to make this new school a success. The school will perform a very valuable service to the industry, and deserves the heartiest support of all.

You are requested, therefore to direct the attention of young men desiring to be printers to the opportunities offered by the Wentworth Institute School of Printing and the Graphic Arts, and also to arrange for the attendance of your junior workers and others at the part-time day courses and evening courses.

You are also invited to visit the school at any time convenient to you.

Catalogs, application blanks, with full information regarding all details, may be obtained by writing to the Principal, Mr. Arthur L. Williston, Wentworth Institute, Boston.

(Signed) HENRY P. PORTER,
GEO. H. ELLIS,
WALTER J. BERWICK,
Committee on Apprentices, Boston Typothetae Board of Trade.
FREDERICK W. HAMILTON,
National Apprentice Director,
United Typothetae & Franklin Clubs of America.

Aug. 1, 1916.

* * *

PRACTICAL HANDBOOK FOR NEWSPAPER MEN

"Types of News Writing," is the title of a new handbook for newspaper reporters and students of journalism, prepared by Prof Willard G. Bleyer, head of the Department of Journalism at the University of Wisconsin, and recently published.

The book consists of a collection of some 230 unusually well-written news stories taken from representative newspapers in various parts of the country and is designed to show the young reporter how any kind of news that he may have to cover may be written up in an original and interesting manner without sacrificing clearness or accuracy. Besides stories presenting news in an effective manner there are a number of good examples of humorous and pathetic human interest and feature stories.

The stories are grouped in thirteen chapters on the basis of the kind of news that they present, and each chapter includes a brief discussion of the best methods of handling the kind of news represented by the stories in that group. The chapters deal with stories of fires, accidents, police news and crime, criminal and civil courts, investigations, legislation, conventions, meetings, speeches, lectures, interviews, report exhibitions, entertainments, holidays and other special occasions, obituaries, politics and elections, strikes, weather, sports, society, and miscellaneous local news.

A comprehensive index makes it possible for the young reporter when he is called upon to do work of a type with which he is not familiar to turn to several examples that show how experienced newspaper writers on large city papers handled a similar piece of news.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

INCREASED activity and practical efficiency have characterized the organization of newspaper makers and printers during the past year. The addition of many new members has shown that there is an awakening interest in and more general appreciation of the value of coöperation.

The Inland and Illinois Daily Press

On August 22, a joint meeting of the Inland Daily Press and the Illinois Dailies, was held at Hotel La Salle, Chicago, the discussion showed the necessity that has existed all along for publishers to be more alert and better informed as to the sources of supplies and more thoroly prepared to meet possible exigencies. It was asserted that the members of no other calling are so ignorant of their business, and, hence, so careless of its demands, as are newspaper publishers. This possibly was an exaggeration, for there has been great improvement in this regard during the past few years. It is well, however, for the members of any calling to become aware of their existing faults and failings.

The discussions on this occasion, were wholly confined to the consideration of the present and prospective unsatisfactory condition of the paper market. In the face of threatened further advance and the existing high prices, the necessity for coöperation had evidently been pressed home upon every publisher. Provision might easily have been made in the past two years but now it appeared that nothing could be done, except, as far as possible, for the publishers to adapt their business to conditions until the close of the World War, by economy in the use of paper. The methods suggested were the cutting down the free and exchange lists, eliminating the return privileges reducing as far as practical the size of the papers, and advancing subscription prices and advertising rates. Concentrating, eliminating all that is mere superfluity or trivial, cutting out much that has been printed out of good nature to please the importunate, who have schemes to advocate were the means proposed to reduce the size of the paper. The idea was advanced that forty-seven columns of reading matter, in any ordinary daily newspaper were sufficient to cover the news and to furnish all that would be read. There was action taken to favor and forward the investigation being now carried on to ascertain whether or not unnecessary high prices are being charged thru combination. On the whole the sentiment was to comply with the request for every possible economy in the use of paper, asked by the manufacturers, in evident good faith, and to save waste by every possible means. The asking by manufacturers and dealers for the practice of such economy in the use of paper goes far to show the shortage of paper is unavoidable and that the high prices are the result of the lack and high prices of materials, caused by the extensive use of certain needed materials for making ammunition and also the cutting off of supplies even from neutral countries thru the prohibitive risks and costs of ocean transportation. It was shown that has been a very rapid and large increase in the quantity of paper used and that it is impossible for the paper mills of the United States to supply the present demands. Comittees were appointed on further investigation as to conditions and the causes and to devise all possible means to meet the difficulties existing.

The South Dakota Press Association

Educating the Public as to the Newspaper Business, and the Newspaper Makers as to Costs and Methods

The necessity of a perfect system of ascertaining and keeping a complete record of costs of production in newspaper and printing offices ought to be generally understood, but the habitual following along old lines and keeping in the old ruts prevent, so far, that general adoption of the cost system that should prevail everywhere. This matter was presented by M. Harry S. Stuff, of Los Angels, California, at the convention of the South Dakota Press Association, held at Sioux Falls, August 3rd and 4th. As to his address and the preceedings of this important convention, the Daily Argus-Leader contained the following among other facts, showing in part discussions had and the work accomplished:

In speaking before the South Dakota Press Association today, Harry S. Stuff, western representative of the United Tpothetae and Franklin Clubs of America, discussed "Costs as ascertained by the standard cost finding system," basing his statements on the composite average of records on a $15,000,000 production taken thruout the country by the United Typothetae and Franklin Clubs.

During his address he read the following commendation under date of July 11, 1916, from Edward W. Hurley, chairman of the federal trade commission, Washington, D. C., on the work of typothetae organization, addressed to Secretary Borden:

"Relative to your request that the Federal Trade Commission review the standard cost finding system of the United Typothetae and Franklin Clubs of America and endorse the work should we find it in accordance with good accounting practice, I am glad to report that the Commission heartily commends the efforts of your organization to aid the printers of the country in improving their accounting methods and business practices, and consider your Standard Cost Finding System, in general, well designed along sound, simple and practical lines.

"I sincerely hope that your organization will eventually succeed in eliminating the unhealthy competition that is caused by printers who are today operating in ignorance of the cost of their work and of the true condition of their business."

Mr. Stuff came directly to Sioux Falls from Philadelphia where he spoke before the Associated Advertising Clubs of the World on "How to Advertise the Printing Business" and before the printing section of the recent big Rotary convention on "Creative Selling and Direct Advertising." Mr. Stuff is author of the "creative selling" plan and in his talk before the Association here he also touched upon several interesting phases of the subjects on which he spoke before the larger eastern conventions.

As showing the practical value of his talk, Secretary Halladay of the Association stated:

"The Association has had nothing in years of such value to members as the address made before us by Mr. Stuff. It was certainly a splendid talk from a practical viewpoint and every member of the Association who heard it gained thereby."

There was a livening and interesting discussion on the topic, the consideration of which has been frequently urged by the National Printer-Journalist:

"The Importance of Educating the Public to Respect the Newspaper as a Business Enterprise," led by W. C. Lusk of the Yankton Press and Dakotan.

Besides the usual resolutions of thanks for the liberal hospitalities and numerous courtesies extended, the following were adopted:

"We endorse the efforts of Congressman Dillon in behalf of the printing fraternity, by his bill placing an embargo on the exportation of raw material and finished product employed in the printing and allied trades.

"The immense increase in cost of the production of the allied printing trades is reaching precarious proportions, and the publishers find themselves facing the absolute necessity of a raise in prices in all departments. We would call upon publishers to conserve their resources in the line of paper in every possible manner, but in the event that a raise in price becomes nevessary not to be backward in keeping up the price of their product to make their business yield a profit."

"We desire to express our sincere appreciation to Mr. Harry S. Stuff, of the United Typothetae and Ben Franklin Clubs of America for his splendid address on 'Cost Systems.' We recognize the importance of the subject of costs, and we wish to assure Mr. Stuff of our hearty coöperation in his work."

East Tennessee Press

The meeting of the East Tennessee Press Association was held at historic Cumberland Gap, thru which runs Boone Highway, which follows the line of the old original Boone trail, that was "blazed" in 1775 and over which tens of thousands of the early pioneers, among whom were Thomas Lincoln, father of Abraham Lincoln and his mother, Nancy Hanks, traveled from Tennessee the Carolinas, Virginia, Maryland and Pennsylvania to find and found their new homes in Kentucky from which state their descendents, later, journeyed north and west to Indiana, Illinois, Iowa, Wisconsin, Missouri, Minnesota and other states. It is a region of romance, adventure and historic incident, and of natural beauty and grandeur. Here is Solomon's Cave, one of nature's wonders, and Pinacle Mountain, from the top of which a glimpse can be had into six states with one of the most enchanting views; a panorama of natural scenery mountains valleys, rivers, forests and fields found anywhere in the Union. Here were fought many battles of the War of Independence and for the preservation of the United States as a nation, one and inseparable. It is a region of heroic deeds and deep-rooted patriotism, which, taking all in all, would pay any association of American editors to travel across the continent to visit, study and enjoy. Here too is located the Lincoln Memorial University—a school of learning, patriotism, industry and religion—a living, growing monument to the great noble lover of the plain people—Abraham Lincoln—a sharer in their toils and sorrows, a loving martyr to the cause of liberty and union.

The Convention met Friday, August 11th, but on Thursday evening, the members were entertained by a trip thru King Solomon's Cave, the entrance of which is from the new highway and the cave is directly under Pinacle Mountain.

The meeting Friday morning was held in the auditorium of the M. E. Church, President H. O. Eckel of the Sevierville Republican presiding. Dr. George A. Hubbell, president of the Lincoln Memorial University, was introduced and made the address of welcome on behalf of the people of Cumberland Gap and the University, to which James A. Holston of the Rogersville Herald made an appropriate response. President Eckel gave an edifying and entertaining talk on the trials of country newspaper men, and certainly they have had difficulties to overcome in the mountainous regions of East Tennessee but they have endured hardships and made worthy, substantial progress and surmounted difficulties like true men. Papers were presented on the following subjects: "The Local Newspaper," by Benjamin Haynes of the Tazewell Progress, John A. Ey of Cincinnati, H. M. Linn, Cleveland Journal-Banner; "Netting a Profit on Job Work" by Edward Carman, Secretary of the Knoxville Federation of Printers; "The Mission of the Newspaper" by F. R. Miller, of the Morristown Republican; "The Story of the $1.50 Newspaper" by H. P. Sulte, who stated among other things that he lost only twenty subscribers by raising the price of his paper from $1.00 to $1.50 and even a number of these have since renewed. The following were elected officers: President, J. A. Holston, Rogersville Herald; vice-president, F. R. Miller, Morristown Republican; secretary-treasurer, E. M. Hardy, Morristown Sun.

Welcoming Address of President Hubbell of Lincoln Memorial University

President Hubbell in his address alluded to the splendid work done by the Press of East Tennessee in public work, in the promotion of good roads, in social betterment, and the development of community spirit. He warmly voiced the appreciation of the region for the newspaper as a public teacher, and congratulated the editors on the helpful and inspiring work they were doing, sometimes against considerable odds, but always with growing effect and success.

He welcomed the members to Cumberland Gap, because of its historic associations. In this region reverberated the guns of the war between the states; North and South alternately held the great pass in the mountains known as Cumberland Gap; some of the most striking and dramatic events of the war occurred here, and here, too, was the charm and element of romance. Reaching into the earlier history of the country, he reminded them that Daniel Boone has passed along the Wilderness Road and thru this Gap into Kentucky and on to the westward; that he was followed by a great company of explorers, pioneers and settlers, who made their homes in this great region of the Middle West, and redeemed it from wild nature and wild men. He reminded them that not far away was secured iron for the making of cannon and that the old question of the manufacture of munitions marked the history of the earlier way, as shown in the gathering of saltpeter and the transmission of the iron for arms,—the making of sabres and rude spears hammered out on the blacksmith's anvil.

He told of Lincoln Memorial University, begun by the Rev. A. A. Myers, a priest and prophet of God, who went here and there in the mountains establishing churches and schools and calling the people to repentence and rightconsneses. Dr. Hubbell spoke of the coming of General Howard and other friends who expanded the little mountain school into an institution designed to be national in its scope, bearing the name of Lincoln and voicing his principles and expounding his broad charity and generous patriotism. The colors of the school are blue and gray, and it is devoted to a reunited country. Here every fair day the flag flies from the great pole on the campus, and on various public occasions the flag is saluted and loyalty pledged by all the students. Lincoln Memorial University is an institution with freedom to grow with a national impulse, and with a large outlook on the world life, when one considers its setting in a valley hemmed in by the mountains. It is in the heart of the Cumberland range, and ministers to a great people of sterling worth, large hope, and promise of blessing.

As the sons of New England went forward carrying the best culture of their day, so ere long these children of the hills, educated, inspired, devoted to freedom, liberty, and right purposes in American life will go out with their messiage and their inspiration into quarters of the land generously peopled by the inhabitants of Europe who have not yet fully acquired the American ideal, the American liberty, and the fundamental patriotism which belongs to this land, such as known to these inhabitants of the mountains whose ancestors in good measure came from Revolutionary stock and who cherish the teachings of Washington and the traditions of Valley Forge and King's Mountain even to the present in their mountain homes.

The editors were entertained by an automobile trip over the mountain and along the Boone trail into Virginia. Visits were made to Lincoln Memorial University and to Hartcraft where the members of the party were royally entertained by the Hon. Daniel Cooper Swab at his mountain bungalow.

The August issue of Southern Good Roads, at Lexington, N. C., of which Past-President H. B. Varner of the National Editorial Association is editor and general manager—and that, by the way, is an excellent, attractive, interesting and useful publication—contained a very interesting story of the Boone Highway and its predecessor the Boone Trail.

George A. Hubbell, Ph. D., President of Lincoln Memorial University, Cumberland Gap, Tenessee

The article, has, among other things, the following specimen of eloquence in description and sentiment:

"In years to come hundreds of thousands of the descendants of the hardy pioneers who followed Boone Trail thru Cumberland Gap to Kentucky and the states to the north and west, will motor back over Boone Way to visit the scenes made historic by the ancestors and the stalwart settlers they left behind. At Bristol, they will see the grave of General Evan Shelby, one of the heroes of Kings Mountain, and the father of Isaac Shelby, the first Governor of Kentucky. At Hampton they will see the grave of Mordecai Lincoln, uncle of Abe Lincoln. All along Boone Way, and along the other great highways traversing the Southern Appalachians, they will find points of historic interest.

"Those who do not care to try Boone Way before next summer are invited to read the following response to a toast offered by General N. B. Forrest to Landon C. Haynes, 'the eloquent gentleman from East Tennessee, a country sometimes called 'God-forsaken.' ' The sentiments expressed apply to the entire country along Boone Way as well as to East Tennessee. Mr. Haynes said:

" 'Mr. Chairman and Gentlemen: I plead guilty to the soft impeachment. I was born in East Tennessee, on the banks of the Watauga, which in the Indian vernacular, means 'beautiful river' and beautiful river it is. I have stood upon its banks in my childhood and looked down thru its glassy waters, and have seen a heaven below, and then have looked up and beheld a heaven above, reflecting like two mirrors, each in the other, its moons and planets and trembling stars. Away from its banks of rock and cliff, hemlock and pine, stretches a vale back to the distant mountains as beautiful and exquisite as any in Italy or Switzerland. There stand the Unicoi, the Roane, the Black and the Great Smoky Mountains, among the loftiest in the United States, and on whose summits the clouds gather, even on the brightest day. There I have seen the great spirit of the storm, after noontide, go and take his evening nap in his pavilion of darkness and of clouds; I have seen him aroused at midnight, as a giant refreshed by slumber, and cover the heavens with darkness; I have seen him awake the tempest, let loose the red lightnings that ran along the mountain tops for a thousand miles, swifter than eagle's flight in mid-heaven; then I have seen them stand up and dance like angels of light in the clouds, to music of that grand organ of nature, whose keys seemed to have been touched by the fingers of Divinity in the hall of eternity, that responded in notes of thunder resounding thru the universe. Then I have seen the darkness drift away beyond the horizon, and the morn get up from her saffron bed like a queen put on her robes of light, come forth from her palace in the sun, and stand tiptoe on the misty mountain tops while the night fled from before her glorious face to his bed-chamber. She lighted the green vale and beautiful river, where I was born and played in childhood, with a smile of sunshine. Oh, beautiful land of the mountains, with thy sun-painted cliffs, how can I ever forget thee!' "

Boone Highway at Cumberland Gap, Tennessee

* * *

Northern Minnesota Editors

The members of the Northern Minnesota Editorial Association, with visiting friends from other portions of the state, gathered Saturday and Sunday, August 5th and 6th, for an annual convention and outing. On Saturday evening, August 5th, (we quote from the Blue Earth County Enterprise):

A reception was held at Judith Lodge, said to be one of the most costly and unique log cabins in the state. The evening's program was presided over by Hon. M. N. Koll, one of the most active and best result-producing boosters in northern Minnesota. Addresses were made by Granville S. Pease, of Anoka, the nestor of Minnesota journalism; former District Judge Frank Ives, now retiring from active editorial work at the ripe age of 85, "laying down the tripod and seeking a harp"; Senator O'Neil, of Cass Lake, representing the mayor; President Pete Vasaly of the Northern Minnesota Editorial Association; Hon. F. A. Dare, representative from Cass county; Hon. Julius Schmahl, Secretary of State; H. M. Wheelock, president of the Minnesota State Editorial Association; Hon. C. M. Andrist, representing Gov. Burnquist; President F. S. Murphy of the All-Minnesota Development Association and Past Presidents of the N. M. E. A. Harold Knutson, C. F. Scheers and Asa Wallace.

Harry Lauder McCree, the sweet Scottish singer, rendered three selections, which were heartily applauded. The oratorical gem of the evening was the historical address by Julius Schmahl. Others on the program sounded the praises of the natural beauties of Cass Lake's immediate surroundings; of its generous, whole-souled, energetic and optimistic citizens—every word of which was merited and sincerely uttered.

The editors went "forth under open skies and listened to nature's teachings" Sunday. Leaving Cass Lake at 10 o'clock Sunday morning launches transported the members of the Fourth Estate to Star Island an island recently set aside by the state as a game refuge. On this island in the shade of the majestic pines religious services were held. George Watson of the International Falls Press, former Methodist preacher, who was stationed at Cass Lake in 1899, had charge of the services. Frank J. Meyst of Minneapolis led in the singing of the hymns.

H. C. Hotaling of the Mapleton Enterprise, treasurer of the Minnesota Editorial Association, first vice-president of the National Editorial Association, in an inspiring manner delivered an address. He took as his subject "Life's Race."

"Lay Aside Unnecessary Burdens"

"Lay aside every weight that there may be no hindrance, no delay and no hampering in the efforts to reach the goal of accomplishment," said Mr. Hotaling. All cannot gain the same distinctions, the same honors or the same positions and 'tis well that such is the case for we must be servants one to the other, yet each must strive to make the most of himself in his own particular pursuit. The obstacles and the handicaps are many and for that reason all weights and unnecessary burdens must be laid aside. With the opportunities of life if one does the best he knows how, with thoroness and accuracy, he will have advanced materially toward the keystone of success.

"Let us do everything in our power to make the press of Minnesota a more potent influence in making this old world of ours brighter and better," said Mr. Hotaling in concluding his address.

The outing at Star Island was closed by addresses by Herman Roe, Northfield, secretary of the Minnesota Editorial Association, and by George Ericson of the Spooner News.

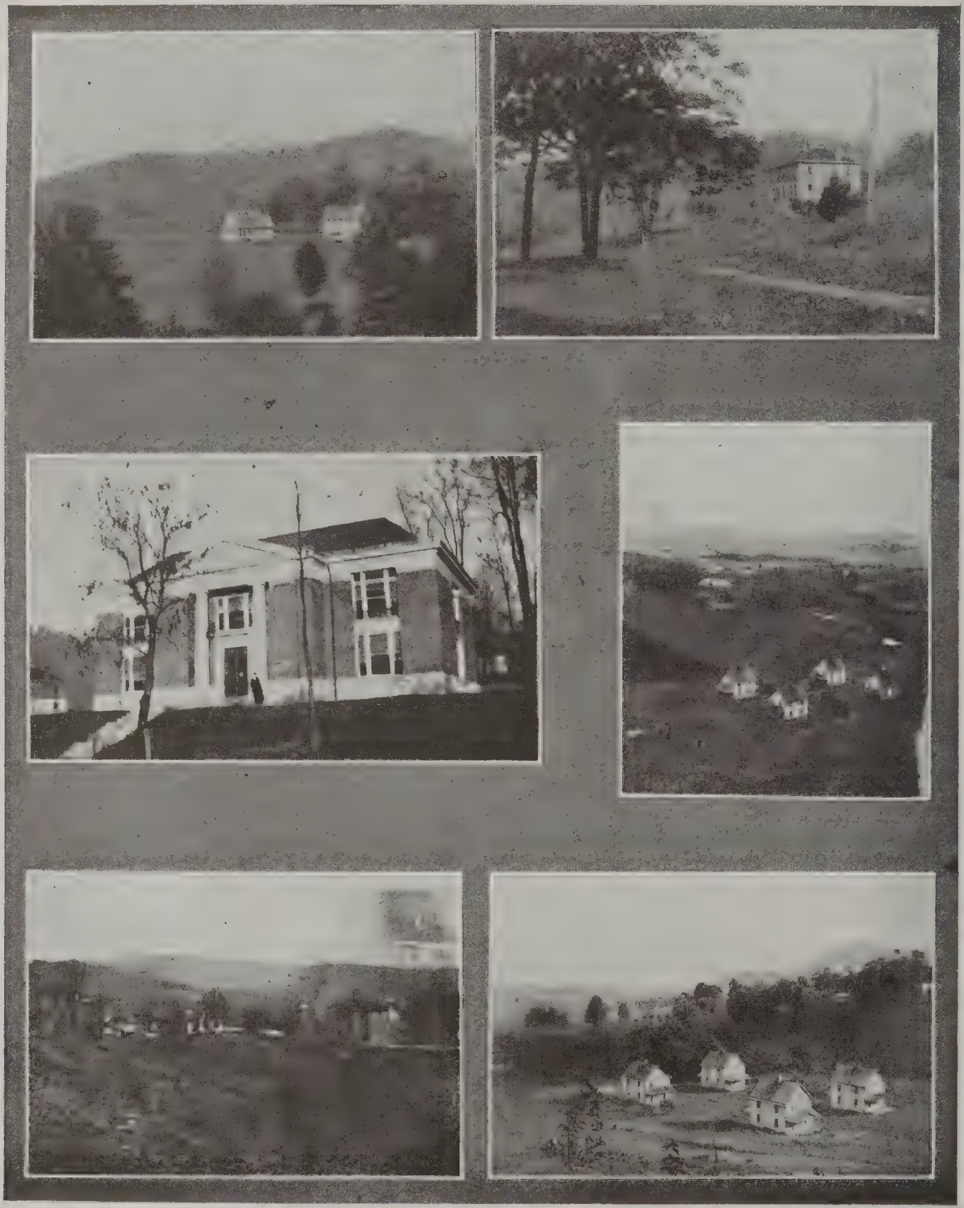
The editors were taken back to Cass Lake, where auto-

Pinnacle Mountain, Cumberland Gap, Tenn.

Norton Hall, Lincoln Memorial University mobiles took them to Bemidji from which point they left for their respective homes..

As recited in the preamble, "Inspired by the natural beauty of the wonderful summer attractions of Cass Lake, its crystal lakes, commanding pines, invigorating ozone and hospitable treatment accorded on every hand, the officers and members of the Northern Minnesota Editorial Association, officers of the Minnesota State Association and invited guests," passed the following resolutions of general intent, in addition to signing resolutions of thanks:

Resolved, That in view of the high water conditions met by the Cass Lake Commercial Club in its dock improvements, as well as great damage suffered by property owners on the shores of Cass Lake, as well as other government reservoirs, that we favor a needed regulation the water flow of Cass Lake and other lake government reservoirs at the headwaters of the Mississippi river.



Views of Lincoln Memorial University

We pledge anew our service and devotion to the cause or agriculture and in that behalf recommend the creation of a department of agriculture by the legislature of 1917, and the appointment of a committee of five by the president of this association to have charge of bringing the matter to the attention of the legislature.

We further recommend that the members of this association join forces with the All-Minnesota Association and Northern Minnesota Development Association in their propaganda for the solution of problems that are statewide in scope, and especially do we appeal for publicity and personal activity in behalf of Amendment No. 1, the adoption of which is vitally essential to Minnesota development.

We congratulate Granville S. Pease, nestor of Minnesota Journalism, upon his successful completion of 50 years of active work and his appropriate celebration of the event with a masterpiece anniversary number.

NEBRASKA EDITORS ENJOY AN OUTING

Find "A Valley of the Nile" in a Once Arid Country

Lincoln, Neb., Aug. 15, 1916.

Editor National Printer-Journalist:

Thinking perhaps you and your readers would like to know how the Nebraska Press Association passed its forty-fourth annual meeting, I take the liberty of sending you a few lines with reference thereto:

It was decided at the last annual meeting that when the 1916 meeting was held it would be in a trip of five days out in the western part of the state, in what is known as the great irrigating district of Scottsbluff, Morrill and Dawes counties, and to say that the company was not paid for the trip would be extremely wrong. It was a most enjoyable occasion. The eyes of the members of the party were widely opened as to the wonderful productions of this once arid country developed by irrigation that has made it bloom as the rose, and, it is now called the "Valley of the Nile."

As was arranged, over one hundred editors, members of the association, many of them accompanied by their wives, sons and daughters, assembled at Grand Island, where they were entertained for the day by A. F. Buechler, of the Grand Island Independent with a ride over the city and lunch at noon in the Liederkranz hall. Shortly after 3:30 the party entrained in a special train comprising five sleepers, a buffet and cafe. observation and baggage cars, furnished by the Burlington road. Broken Bow was the first stop, and was reached at about 7 P. M.

Here we were met by a band and a committee and escorted up town where we were entertained by a drive over the city and country, and a most excellent lunch, and then escorted up to the big Chautauqua tent, where the evening's exercises were pulled off.

Let me inject a word right here as to our entertainment: The ladies of Ord had made an American flag 22x44 feet. We had an excellent band of twelve pieces, and as we entered a town the flag went ahead, carried by the ladies, the band following and then the members. We made quite an imposing parade and covered about five blocks as we marched. Then we had a minstrel troupe which would put Billy Morris, Ed Haverly or Lew Dockstader to sleep in fifteen minutes. The troupe gave a free entertainment in an opera house each night and, let me tell you it was some show.

At every town we were feasted and feted and made to feel at home. We saw some of the most beautiful scenery on the trip. We made a thousand miles by rail and 500 by auto and certainly saw some country. It will certainly pay any person to make this trip and see the irrigated country of Nebraska. It is indeed marvelous, and the beginning has just begun.

HENRY ALLEN BRAINERD.

The new officers elected were: Clark Perkins, Aurora Republican, President; C. B. Cass, Ravenna News, Vice-President; A. D. Scott, Edgar Sun and Nebraska Printer, Secretary-Treasurer; Miss Anna Hunt, Ponca, News, Recording Secretary.

Members of the Party

Adam Breede, Hastings; A. H. Backus, wife, and daughters, Pierce; H. A. Brainerd, Lincoln; A. L. Bixby, Lincoln; Frank W. Brown, Kearney; Frank Baldwin, Grand Island; C. B. Carlton, Oakland; C. B. Cass, Ravenna; H. M. Crane, Bloomington; H. G. Cross and wife, St. Edward; G. L. Caswell, Gen. Sec., Deninson Iowa; J. W. Cutright and wife, Lincoln; John R. Dopf, Fullerton; W. H. Daily, Cairo; R. J. Dobell, Scottsbluff; H. M. Davis, wife and son, President, Ord; W. D. Edson, Red Cloud; F. O. Edgecombe, Geneva, (this is the blind man that always goes); Prof. M. M. Fogg, Lincoln, State University; Geo. S. Foxworthy and wife, Lincoln, W. N. U.; Mel Gordon and wife, Arcadia; J. O. Goodwin and wife, Omaha; Miss Anna Hunt, Ponca; Markwood Holmes, Lexington; Carl E. Herring, Omaha; Frank E. Helvey, Lincoln; F. A. Harrison and wife, Lincoln; Edgar Howard and daughter, Columbus; Will C. Israel, Havelock; Mrs. Leopold Jaeggi, Columbus; C. C. Johns, Grand Island; Mrs. J. T. Keithley, Syracuse; Chas. R. Kuhle, Leigh; Arthur Kimberling and wife, Alma; A. G. Kittrell, Omaha; D. Livingston, Lawrence; J. F. Lantz and wife, Hildreth, A. W. Ladd, Albion; Mrs. N. J. Ludi and son, Wahoo; W. M. Maupin, wife and six children; C. J. J. Mastin, Ord; O. E. Metschke, Scribner; C. A. Mohrman, Neligh; G. E. Mark, Mitchell; Hugh McGaffin, wife and two children, Polk; C. E. Nevins, wife and daughter, Laurell; J. P. O'Furay, Hartington; Clark Perkins; Aurora; E. V. Parrish and wife, Omaha, S. J. Potter and daughter, Omaha; W. T. Pickett, Wahoo; E. R. Purcell and daughter, Broken Bow; J. J. Pfeiffer, Nelson; Frank Pilger and wife, Pierce; Victor Rosewater and son, Omaha; Frank I. Ringer, Lincoln; W. G. Rood and wife, North Loup; A. E. Sheldon, Lincoln; J. H. Sweet, wife and daughter, Nebraska City; W. T. Staver, Lincoln; A. D. Scott and wife, Edgar; B. K. Schaefer, Curtis; Alex Sherrig, Orchard; W. G. Taylor and wife, Omaha; John M. Tanner and wife, Omaha; Don C. Van Dusen, Blair; A. B. Wood, wife and two daughters, Gering; W. H. Weekes and wife, Norfolk; W. R. Watson and wife, Omaha; Tom Wright and wife, Ansley; Lloyd Thomas, Alliance;E. E. Correll and wife, Hebron; C. F. Sweet, Palmyra; W. H. Rightenour, Litchfield; H. H. Pease, Beemer; H. G. McVicker and wife, Lincoln.

Burlington Officials

H. P. Kauffman, T. P. A., Omaha; P. P. Jones, Inspector of Commissary, Kansas City; L. M. Whitehead, chief clerk to General Passenger Agent, Omaha.

Others: Harry Carpenter and L. P. Sine, Carpenter Paper Co., Omaha; W. R. Mellor, Sec. State Agricultural Society, Lincoln; Lee Boyer, Western Paper Co., Omaha.

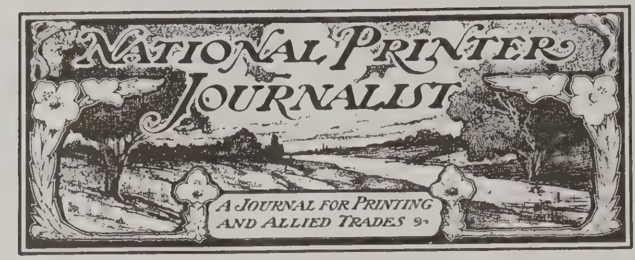
* * *

"GLOBETYPE" ENDURANCE TEST

Length of service in actual use and frequent handling are the best tests of wearing quality in an electrotype, and when a manufacturer's product breaks any previous record for endurance he is entitled to all the credit that can be given him.

For a test of endurance we invite our readers to turn to their files of The National Printer-Journalist, locate the issue for August, 1912, and compare the plate—a nickelsteel "Globetype" advertising the Globe Engraving & Electrotype Co.—shown in that issue with the one shown in this issue.

The same plate has been used continuously twelve times each year for four years and it will be noticed that it does not show perceptible deterioration. In the neighborhood of a quarter of a million impressions have been made from this plate; it has been locked in forty-nine different forms, each run at a separate time, and each with a new make-ready. The job was not handled by the same pressman each time, nor was it printed on the same press. Some record—nicht var?


National Printer Journalist
A Journal for Printing and Allied Trades

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
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Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, SEPTEMBER 1916

Neither a newspaper man nor a printer, in this age of change and progress, can be a mere marker of time. There are plenty of opportunities for those who are able and aggressive willing and anxious to do things and to inspire and help others, in their doings, toward worthy accomplishment. It is a time for editors and printers with real ideas and purposes.

* * *

Above all others in the callings of life, the newspaper man must have definite objects in view in his work. There is so much that a newspaper can accomplish that the public has come to consider the accomplishment of needed objects as a duty to be demanded, and to be performed as the price of support and as necessary to permanent success. The newspaper is expected to give the news but when a newspaper man dies, it is what he has done for his community, his city, country, or state, that is remembered, recounted and given praise.

* * *

"It is evident that to secure the maximum of business one must in return give maximum service." "We must be imbued with the spirit of service, for real service is worthy of financial gain." These were declarations made by Ralph Shuffler of the Olney (Tex.) Enterprise in an address before the Northwest Texas Press Association and never were truer words spoken, or words more deeply rooted in this whole philisophy of business or industrial life.

He went on to show how necessary preparation was to such service—knowledge and love of the business and the this whole philosophy of business or industrial life.

* * *

There seems to be no immediate promise of any improvement in the paper situation. There appears to be a lack as to both mills and material in the United States sufficient to supply the increasing demand. It would seem that pulp mills might be profitably built and conducted in parts of Alaska, where there is an abundance of raw material. It may be well, in accordance with a resolution of the Senate, passed just before adjournment, for the Federal Trade Commission to investigate and report whether there is a paper trust but investigations take time and do not always bring a remedy. The Gods help those who help themselves. When the great English newspaper publisher, who has been knighted and made a lord because of his newspaper success, found himself with a large number of publications for which he must provide paper, bought forests in Canada and prepared to manufacture the material on which his business depended. The newspaper makers in America could easily unite in the putting up of pulp and paper mills. The art of making print paper is not difficult and operators could be readily secured or trained.

* * *

Printing is an art and there is room for printing-art journals but we have always felt that, in the conducting of a newspaper or printing office, art must occupy a secondary place. We have known many artistic printers who made entire failures in business. Commercial printing is first a business as is newspaper making and must be made to pay. Art is incidental and helpful, but papers are made to be read and commercial printing matter is produced to tell about the business, neither are intended to be admired merely as works of art. The Nationl Printer-Journalist gives enough as to the art to enable the clear, attractive presentation of advertising, news and views, which are the essentials and these not to be hidden away or made secondary by too much of the artistic or by too great ornamentation. Our observations have convinced us that artistic printers have great need of such a practical journal in order to make financial successes.

* * *

The vast amount of valuable matter pertaining to newspaper management; advertising character, promotion and efficiency; cost systems and other practical business matters, brought out by conventions of editors, advertisers, and members, of allied trades for the past three or four months, crowded out our "More Work Through Publicity," "Newspaper Criticisms," "Job Review" and "Ideas for Progressive Typographers" departments. We deemed that the live, current discussions along business and professional lines would be more highly appreciated by and more useful to our readers. However, the omission of the departments, seemingly necessary for the time, was only temporary and they will be found this month, more valuable and helpful than ever before. Those who most missed these departments were, possibly, really in greater need of all that has been published, tho all did not appreciate that fact. Sometimes we study only those things most pleasing to ourselves and forget the great amount of knowledge that is still more important to all around success.

* * *

It is sad to record the passing of earnest, useful workers but all must die and the reading of their works and lives is the most effective way to show esteem and to reap the benefit that would be the most grateful tribute to the deceased could they know of the helpfulness to others that came from the lives that they had lived. Two editors, who are especially well known to the readers of the Nation Printer-Journalist, have passed away within the month and brief reviews of the years they had spent on earth and of their work in the newspaper field and in doing good to others are given elsewhere in this issue. These short accounts, while read with sadness, will be read with profit, both educational and inspirational. Each, Captain H. A. Castle of St. Paul, Minn., and H. N. Wheeler of Quincy, Ill., had lived beyond the alloted three score and ten years but did not cease from useful labors until the final summons of the death angel. Both these men were strengthened by close association with members of their chosen callings. Much that Editor Castle accomplished was by paying attention to the views and news of the home papers of his state from which he made many quotations, with credit.

The Northwest Texas press Association held a very satisfactory convention in the beautiful, progressive, prosperous city of Wichita Falls. President C. W. Boner of the Bellevue News stirred and pleased the editors with a rousing address in which he said:

"This body represents the leading thought, the progressive movement and the onward and upward advance of the economic, social and moral forces of this the greatest part of the greatest state of the American Union. Our noble and uplifting mission should inspire us from time to time to forever keep on the whole civilizing armor and battle ever for the unchecked development of our own great country.

"This section we represent could be made to feed all the hungry armies of Europe and have enough left to furnish Old Mexico with steak for her tables, oil for her machinery, gas for her heaters, lights and engines and all the world with bottles from Wichita Falls and Henritta glass factories to hold enough water and nostrums to supplant the memorable canteen in every army. Yes, and then we should have plenty left for home folks. And this is not all. This wonderful country of ours has an inexhaustible supply of natural gas to burn; gas so rich and abundant that it takes two pipe lines rushing continuously to carry it to the great refineries; has wheat enough to put a hot biscuit on every table in the whole world every Sunday morning and have enough left to give home folks this luxury every day; has cattle and byproducts enough to make two packing houses thrive and have enough left for home consumption; has agricultural products enough to amaze the onlooking world, which have largely to do with foreign market conditions. And for health and happiness and contentment we have the balance of the globe down and out. More, the physically disabled of the whole wide world can resort to our mineral wells and be cured of their sundry ailments.

"The press of this section has made wonderful progress in the twenty-six years of its existence. The equipment has been much improved. Brother George Washington has given place generally to the rapid power press, the stick to the linotype, the pencil to the mailer. Not only is this true, but also the newspaper business has reached a much higher plane. The press is respected more as character behind it grows, and consequently its influence for good and its power to bring things to pass are now greater factors in shaping society and government.

"You are to be congratulated upon meeting here today, under such favorab'e auspices, where they have gas to burn, oil to lubricate, water to drink and hospitality to give away. This is a thriving city of about 15,000 souls bent on business and bustle, noted for its railroads, factories, schools, churches, large business concerns, Lake Wichita, and a big hearted and generous people and two great newspapers, the Tribune and Haney and the Times and Howard."

* * *

TEXAS HONORS PAST PRESIDENT ROUNTREE

Under the caption of "Who's Who in Texas," the Austin, Texas, American of September 1, had the following as to Past President Rountree, that will be read with pleasure by his many friends and members of the National Editorial Association:

All Texas knows Lee J. Rountree, the Georgetown (Texas) newspaper owner, journalist, publicist and world traveler. He occupies high place in the powerful fourth estate and has achieved for himself more than ephemeral fame in exalting and making more potent the press of his native Texas. Not only that, but he has reflected honor on his profession by the efficiency of his long years of service.

Leonidas Johnson Rountree was born in Hays county, Texas, July 15, 1868. His mother was Mary Kate Johnson, born in old Washington county, Texas. His father, Thomas P. Rountree, enlisted in the confederate army under Captain Fisher in Austin, in 1861, and served under Gen. Henry E. McCullock thru the war. His grandfathers were Samuel Johnson, a pioneer Methodist preacher, who came from Alabama in 1839 and settled in Washington county, and Thomas P. Rountree, who came from Louisiana in 1844 and settled in Travis county. His great uncles were Charles and Henry Lockhart, members of the DeWitt colony, who established the Lockhart stockades, where the town of Lockhart is now located, in the early '30's. Charles Lockhart was a member of the ill-starred Mier expedition into Mexico.

After serving as collector, assessor, alderman and mayor of Kyle, Mr. Rountree removed to Taylor in 1896. Prior to that he was a member of the Democratic state executive committee and was appointed on one of the state eleemosynary boards by Governor Charles A. Culberson. He also served as secretary of the state Democratic conventions of 1892-4-6 and three terms as chief clerk of the Texas Legislature. In 1908 he was a presidential elector. He was the first chief of the Kyle fire department and at Paris, Texas, in 1898, was elected president of the State Vounteer Firemen's Association.

Mr. Rountree served as Lieutenant Colonel on the personal staff of Governor Thomas M. Campbell. At the outbreak of the Spanish-American war he raised a volunteer company at Taylor and was elected its captain. In 1915 Mr. Rountree was appointed colonel of the seventy-fifth regiment, uniform rank, W. O. W.

It was in 1879 that Mr. Rountree began his newspaper career and edited his first newspaper at Kyle in 1886. He established the Taylor Tribune in 1896 and removed to Georgetown three years later. There he established the Commercial, which is regarded as one of the brightest, newsiest and best edited newspapers in the whole state. At Chicago in 1912 he was elected member of the council of the National Editorial Association, and at Denver the next year he was honored by being made a member of the executive committee of the National Editorial Association. At Houston in 1915 he was elected vice president and at the Panama Exposition he was honored with the presidency of the National Editorial Association, the highest distinction that can be conferred by an association of 3,600 members. In July, 1916, he presided over the thirty-second annual convention of the Association in New York City.

Mr. Rountree is a fraternalist, being an honored member of the Masons, I. O. O. F., W. O. W. and Knights of Pythias. In all of them he has held high official position. He is a member of the Texas Press Association, Texas Editorial Association and of the executive committee of the National Editorial Association. In Chicago in 1913 he represented Texas in securing the meeting of the National Editorial Association for Houston, Galveston, San Antonio, Austin, Waco, Dallas and Fort Worth.

Mr. Rountree married Miss Frances Clarke Mitchell of Taylor in 1902. They have traveled extensively thruout the world.

Signal Enterprise

The Red Wing (Minn.) Republican Performs a Notable Fete of Newspaper Emprise and Wins Fame and Goodwill for Itself and Its Beautiful Progressive City

DURING his recent trip west Honorable Charles E. Hughes was billed for stops at Winona, Wakasha, Lake City and Red Wing, Minnesota, on the way to St. Paul and Minneapolis. The enterprising editor of the Red Wing Daily Republican, Jens K. Grondahl, was fully awake to the opportunity and the demand so as to plan in advance for a scoop or exploit that won the following very complimentary notice in a report sent out, from St. Paul, over the whole country, by Perry Arnold, United Press staff correspondent:

Jens K. Grondahl
Editor Daily Republican, Red Wing, Minn.

> At Red Wing the candidate and his party were awakened from their somber contemplation of small towns when they were presented with a snappy and newsy extra edition of The Red Wing Daily Republican which contained a complete account of the trip thru Minnesota including the demonstration at Lake City. On the front page of the paper appeared an original campaign song by Jens K. Grondahl. The paper "took" fine with Mr. Hughes and those traveling with him.
>
> Incidentally at Red Wing, Mr. Hughes achieved the proud distinction of being greeted by his first name. "Hello, Charlie," was the way some one in the crowd called to him just as the train stopped. The man who used to look grave and dignified looked more pleased than if he had received a degree from some college. He remained at Red Wing about fifteen minutes and shook hands with a large crowd.

The fact that Lake City, the last stop of the Presidential party before reaching Red Wing, is less than twenty miles distant, and Winona only sixty miles away, indicates the rapid work done and the careful planning required, in order to get the full account in the hands of the printers in type, on the press, printed and delivered to the members of the party on the train, at the end of a thirty minutes' run from the last stop. We reproduce the first page of this "snappy, newsy extra edition," on which is to be found the campaign song by the editor. The use of a glass will enable it to be read by those whose eyes are not sufficiently sharp to read otherwise.

In a recent published interview, the editor of the Republican rather underrated himself as compared with his predecessors but he has no excuse for modesty in this regard. He has made the paper successful above anything previously reached. He has been independent and fearless, earnest and enterprising and possibly has made mistakes, as every man who does things must make mistakes. An editor who strives to be right, who is loyal to the causes he espouses and to all worthy men, and who does not hesitate to give proper praise to the good deeds of his opponents, does not need to be humiliated by criticism. Conservative, fawning, or timid diplomacy can find little place in a worthy, live daily newspaper. There is no time for a diplomacy that means timidity or subserviency. Every man and measure must be treated as appearing at the moment, and for the highest public good, regardless of personality or immediate popularity.

The readers of the National Printer-Journalist and the members of the National Editorial Association got a pretty good idea of Editor Grondahl's ideals and work by the address contributed by him to the program of the convention at Los Angeles and San Francisco, Calif., in June, 1915, and printed in full in the pages of this paper, as well as in the book of proceedings.

The Republican has recently won a notable success that depended on proved circulation, in a contest for the place of official paper of the city, in face of bitter opposition. It is now the official paper of both the city and the county governments, and its large, proved circulation indicates that its enterprise, independence and progressiveness are appreciated by its intelligent constituency.

Red Wing, The Desirable City, Will Go 4 to 1 for Charles Evans Hughes for President

Red Wing Morning Republican

RED WING, MINNESOTA, WEDNESDAY MORNING, AUGUST 9, 1916

Hughes Represents a United Republican Party

LARGE CROWDS GREET CANDIDATE IN MINNESOTA

Ovation at Winona.

Presidential Candidate in Red Wing Today

HUGHES' SCHEDULE IN TWIN CITIES TODAY

ADMINISTRATION IS WASTEFUL, HUGHES TELLS CHICAGOANS

ONLY BRIEF REMARKS MADE

REPRESENTS A UNITED PARTY

CITES RESCUE OF REFUGEES AT VERA CRUZ BY GERMANS

ITALIANS CAPTURE 10,000 PRISONERS; SLAVS MAKE GAINS

AUSTRO-GERMANS FALL BACK BEFORE RUSSIANS

In North Star State

So We'll Put Hughes in the White House.

Page 1 of the Special Edition

⁂

TO OFFSET HIGH HOUR COSTS

Hour costs in all departments of the printing plant have increased over previous years. This is evidenced by no less an authoritative report than the Composite Statement of Cost of Production sent out each year by the United Typothetae and Franklin Clubs of America.

The statement just issued for the year 1915 shows a very material increase, due in some respects, to unusual conditions with which the business world has been confronted. Nevertheless it might well be said that hour costs, in succeeding years, will not be lower than the figures shown in the report for the past year.

Now this raises a point of deep concern and vital importance to every one in the printing business. How to offset this high hour cost in the face of keen business competition.

For quite a number of years, our large industries have given considerable time and expended vast sums of money in the study of production efficiency, but it is only within the past few that the printing industry has awakened to the possibilities of this important undertaking.

Here and there, in widely scattered instances, we know of printing establishments which have applied efficiency to production; but not until the Price List Committee of the United Typothetae and Franklin Clubs of America devised a system of recording production and promoting efficiency, was this great study given consideration by the general printing industry.

Early this year a campaign was inaugurated for collecting bindery production records. A number of printing and binding establishments were interested in the plan and these have been compiling statistics on every known operation in a pamphlet bindery. All the plants are using the same methods and standards for sizes, materials, operations and machines, as recommended by the Price List Committee, and because of this,. the data being collected is of genuine interest and value for comparative purposes.

Recently a treatise has been prepared on the subject of bindery production. It is in the form of a pamphlet entitled "Classification of Bindery Operations and Operation Numbers." A full description of the methods of application are contained in this treatise, a few records of production are given, and a set of blanks with explanatory notes are shown.

Every printer and binder should be interested and anxious to gain the experiences of others, on this subject of bindery production, and apply the knowledge thus gained to his own plant, thereby increasing production to offset high hour costs.

All this important information is yours for the asking. Send for a copy of "Classification of Bindery Operations and Operation Numbers." National Headquarters, United Typothetae and Franklin Clubs of America will gladly comply with your request.

⁂

BUTLER DAY PICNIC

Not a desk was open; not a living soul stirred in that big building at 221-229 W. Monroe St. Why all that silence? A conspicious sign on the door explained everything:—"Closed all day for the Butler Day Picnic, Wednesday, August 23."

Thru the generosity of the firm, the employes of the J. W. Butler Paper Company were liberated from the bonds of business for a day, conveyed in a fourteen car train which left the Union Station at 8:30 A. M. for one of the prettiest spots in Illinois—Dellwood Park, about a one and half hours' ride.

Nature was kind. She gave them the best she had in store. A day that was up to specifications in every respect. Imagine that enthusiastic crowd of about 400 "Butler" employes, and five or six hundred more making up their families, around a thousand people all bent on having the time of the lives—and they had it.

The program started promptly at 10 o'clock with races for children and grown-ups. A spectacular feature of the contests was a chariot race. Each chariot was drawn by five one man-power motors. The race was exciting from start to finish. The drivers Ruth McLeod, Flo. Nettleton, Alice White, Caroline Nelson, and Theresa Fleming whipped their steeds to the limit of their speed, and the race was won by Miss Theresa Fleming by only a small margin.

After luncheon an exciting ball game was played by the married men vs. the single men, the married men winning by a score of something like 18 to 5. Star plays were made by Fred Butler and George Olmsted and his brother Harry. (George Olmsted nearly put a man out on first.) The batteries consisted of Elmer Julius and William Sherrill for the married men, and Vance McGann and Mason Sullivan for the single men.

When the ball game was over everybody retreated to the big dancing pavilion where a splendid entertainment was furnished by "home talent." Between the dances, numbers were rendered by the Dixie Minstrels' Quartette, the Venetian Strollers and several couples in fancy dancing exhibitions.

The day of jollification ended only when the crowd parted at 8:30 P. M. at the Union Station. Much credit is due John Atchison, the company's employment supervisor, for organizing and directing the picnic, aided by various committees. The entire affair was handled in the efficient manner which is characteristic of the Butler organization. Everything went off like clock work, and not a single accident marred the success of the day, but both a doctor and nurse were on hand in case of emergency.

In connection with the picnic the company issued an elaborate souvenir program, the first page of which is adorned by a group picture consisting of portraits of Julius Wales Butler, late president of the J. W. Butler Paper Company; Frank O. Butler, president, and J. Fred Butler, vice-president and secretary, both sons of Julius Wales Butler and present active heads of the business. On the center spread of the 48 page booklet is a group picture of those who have been in continuous service of the firm for 25 years or more. Their names with the year of their employ are as follows: John Moss, 1870; Edward M. Stites, 1878; J. M. Abell, 1879; Joseph R. Murray, 1881; Frank D. Osgood, 1881; J. H Goodrich, 1881; William J. Dodd, 1881; F. Y. Norris 1882; J. J. Anderson, 1882; Charles L. Blanchard, 1883; Luke Nettleton, 1885; George I. Tompkins, 1887; Edwin M. Dodd, 1887; George Olmsted, 1889; William Sharp, 1890; S. Herbert Kimball, 1890; Nellie C. Driscoll, 1891; Fred H. French, 1891. The notice under this group reads as follows: "Each of these people has been with the J. W. Butler Paper Company for more than twenty-five years and their loyal efforts have done much toward placing us in the position which we occupy in the paper world. We are proud of them."

A brief historical sketch of the house of Butler is contained in the booklet extra copies of which may be had upon application to the company.

* * *

JOURNALISM SCHOLARSHIP AS FRITZ CHURCHILL MEMORIAL

Former Student in Journalism Won Quick Recognition in Newspaper and Magazine Work

University of Washington, Aug. 28.

A movement has been started to establish a scholarship open to students in journalism, and to be known as the Fritz Churchill scholarship, as a memorial to Frederick A. Chuchill who died last week in New York.

Churchill was one of the first graduates of the department, and is thought by many to have been the most brilliant student ever turned out by the department. Sol H. Lewis of the Lynden Tribune, associated with Churchill as a student at the university, is the leading spirit in the movement.

The cause of his death, according to last reports, was infantile paralysis, altho he was in the hospital for too short a time to permit a thoro diagnosis of his case. Churchill had been in New York for some time and was rapidly becoming recognized as a writer of much ability, when the plague caught him.

News of his death came as a profound shock to his wide circle of friends here, many of whom within the last few days had received letters from him in which he spoke of going to Washington, D. C., where he had received offer of the associate editorship of a magazine.

"Fritz," as he was best known, attended high school in Seattle and later entered the university in 1908, immediately taking up literary work.

Wrote Stories and Sketches

In addition to editing The Washingtonian Magazine and other publications, he was managing editor of The Daily and wrote numerous clever sketches and short stories which attracted attention. He was also much interested in music and composed music himself.

While in the university he attracted a wide circle of friends. He was a member of Sigma Delta Chi, honorary journalism fraternity; Alpha Tau Omega, college fraternity, and various honor organizations.

After serving for some time with The Town Crier in Seattle, he went to Cleveland, O., to an important editorial post with The Iron Trade Review, and later to New York City. In both eastern cities his work attracted much attention. In fiction, he sold stories to Smith's, The Popular Magazine and many others.

* * *

A DOUBLE ANNIVERSARY

Amsterdam, N. Y., Evening Recorder is one of the satisfactory home city newspapers of this country, with commendable local departments, liberality in its news service, ability and completeness in editorial department, wholesome, helpful and dependable.

It is conducted by William J. Kline and his son, Gardiner Kline, who are deservedly popular among newspaper men,—earnest, kindly and commendable. Forty-three years ago August 20th, William J. Kline became editor, and thirty-seven years ago on the same date, the paper was made a daily with a change of name from Democrat to Recorder.

The Amsterdam Morning Sentinel, a worthy contemporary and competitor, in the commendable spirit of editorial courtesy, fraternity and good will, that is much more common among members of the press today than two or three decades since, before editorial associations had worked a change, heartily congratulated "The Evening Recorder and its publishers and proprietors" on the occasion of its double anniversary and added:

"No one outside the ranks of journalism can adequately appreciate the meaning of these long years of service, of patient toil, and laborious work to keep abreast of the times, and in tune with the spirit of the age. Success has crowned Editor Kline's efforts and the entrance of his son, Gardiner Kline, into the business has made it possible for both to enjoy the fruits of their labor.

"Our best wishes for continued success thruout the coming years are extended to both father and son whom it has been our good fortune to know for more than a score of years."

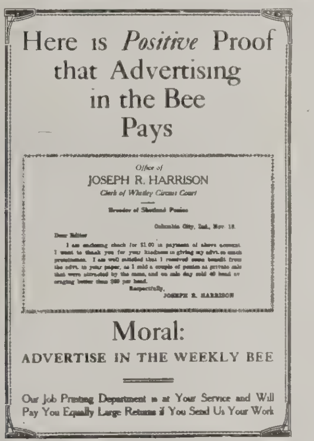
The National Printer-Journalist joins in like earnest congratulations after an acquaintance of three decades with the able, amiable senior editor and a shorter and somewhat less intimate knowledge of the worthy son. May very many years of successful service be granted to both.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THE circular of the Bee (1) has the heading and the moral in red, and is a striking use of a testimonal. It would seem that the strong statement of the paper, to which emphasis is added by the italic, were fully justified, particularly if $1 were the entire cost of the advertisement that was given "so much prominence." It paid the advertiser.

But the statement, "I am well satisfied that I received some benefit from the advertisement in your paper," seems somewhat tame, considering what follows. Does Mr. Harrison mean to imply a doubt that the selling of the 40 head on sale day was like that of the two ponies sold on sale day, due to the ad. in the Bee? Probably not, doubtless he meant "SOME benefit," and the "some" as well as the "Positive" should be brought out. It is sometimes well to suggest that even the giver of an unsolicited testimonial make it perfectly clear just what he means.



Here is *Positive* Proof
that Advertising
in the Bee
Pays

Office of
JOSEPH R. HARRISON
Clerk of Whitley Circuit Court

Moral:
ADVERTISE IN THE WEEKLY BEE

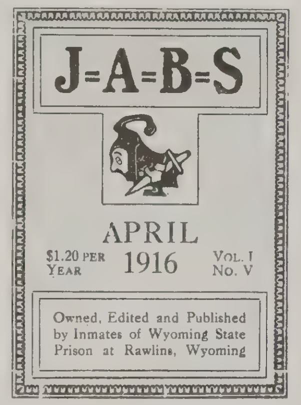
Our Job Printing Department is at Your Service and Will Pay You Equally Large Returns if You Send Us Your Work

1

The word "elegant" may have its uses in advertising, but I should prefer not to see two 24-point wrong-font letters in it, such as it inelegantly bears in an ad on which I am asked my opinion.

A Paper Published in a Prison

I have never held any office that entitles me to the complimentary term "Hon." but I suppose we all dearly love a title, whether deserved or not, and it looks pretty good on the envelope containing jabs. Perhaps tho bestowing this title is itself a jab. Jabs, or J-A-B-S, is not the publication that Editor Dingnam made for years a more or less holy terror, but is "Owned, Edited and Published by inmates of Wyoming State Prison at Rawlins, Wyoming."

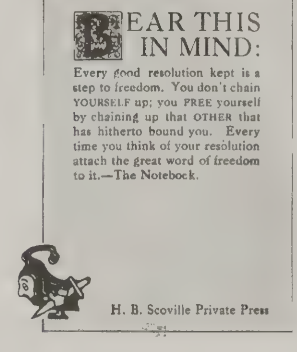


J=A=B=S

APRIL
$1.20 PER YEAR 1916 VOL. I No. V

Owned, Edited and Published by Inmates of Wyoming State Prison at Rawlins, Wyoming

2a



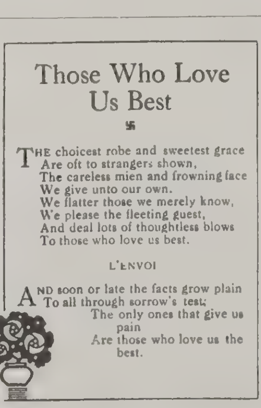
BEAR THIS IN MIND:

Every good resolution kept is a step to freedom. You don't chain YOURSELF up; you FREE yourself by chaining up that OTHER that has hitherto bound you. Every time you think of your resolution attach the great word of freedom to it.—The Notebock.

H. B. Scoville Private Press

2b

The cover is olive green and red orange, is shown as 2a. nearly every page has the Lord High Jabber on it nearly always walking thru the rule border as on 2b, which is the second page of cover. He is in dress both colored and plain, and is generally exhibited in small size walking into the right hand border of the right hand page, or grown great and emerging from the left hand border of the page on the left. "Reading maketh a full man."



Those Who Love
Us Best

卐

THE choicest robe and sweetest grace
Are oft to strangers shown,
The careless mien and frowning face
We give unto our own.
We flatter those we merely know,
We please the fleeting guest,
And deal lots of thoughtless blows
To those who love us best.

L'ENVOI

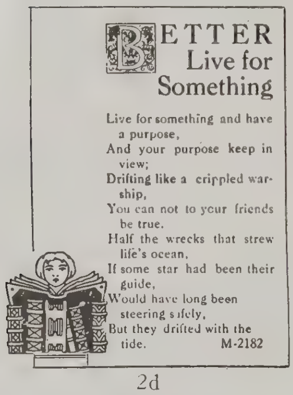
AND soon or late the facts grow plain
To all through sorrow's test;
The only ones that give us pain
Are those who love us the best.

2c

It is announced: "Twenty pounds of type

and a ton of enthusiasm has made it possible for this issue to run to 68 pages."

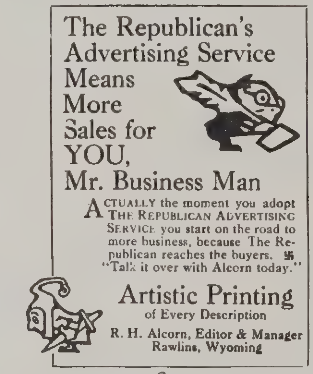
One paragraph reminds me of the phrase that stood for years at the head of the Poets' Corner of a London newspaper: "We do not hold ourselves responsible for the opinions of our poets." This is the "Jabs" stricture: "We've tried to wish our poets on an outside friend; he won't stand for it, so it's up to us to do the honors of introducing a few this month. Pray forgive us, gentle reader." The bards who contributed four pages to this issue hardly deserve this " jab," tho the author of "Those Who Love Us Best," (2c) seems to have contracted a cynicism that is far removed from the optimism of most of the pages. And the poem, "As the Years of Toil Go By," by Dan J. Mullen, advertising counselor, is one of those that show that advertising men can often write good poetry. That the compositor has done all he could for the poets is shown by 2c and d. In fact, the composition of the entire issue is original, and creditably so, and the use of the swatiska signs is an inspirer of cheer. 2e is an ad of the local newspaper. Both typographically and editorially, great praise is due to the owners editors and publishers of Jabs. Most of the composition is in a single series, and the writing is full of human interest.



BETTER
Live for
Something

Live for something and have a purpose,
And your purpose keep in view;
Drifting like a crippled warship,
You can not to your friends be true.
Half the wrecks that strew life's ocean,
If some star had been their guide,
Would have long been steering safely,
But they drifted with the tide. M-2182

2d



The Republican's
Advertising Service
Means
More
Sales for
YOU,
Mr. Business Man

ACTUALLY the moment you adopt THE REPUBLICAN ADVERTISING SERVICE you start on the road to more business, because The Republican reaches the buyers. 卐 "Talk it over with Alcorn today."

Artistic Printing
of Every Description

R. H. Alcorn, Editor & Manager
Rawlins, Wyoming

2e

One of the contributors is an artist with modern technique and distinct ability, as is shown from his full-page portraits of the warden and deputy warden. One of the numerous page articles is on Louis Victor Eytinge, the "lifer" in Arizona Penitentiary who has made a national reputation as a writer of circular letters and of literature that has been an inspiration.

He it was in whom that great advertising man and uplift writer, Thomas Drier, editor of The Printing Art, has taken such an active interest. As Mr. Eytinge was convicted on circumstantial evidence, and has been such a real power for good in the rehabilitation of men's souls during recent years, the announcement that he will probably soon be a free man is hailed with joy by the Wyoming boys. Because of modern ideas in prison reform they seem far from embittered against the world from which they are separated, and against those similarly situated. This is indeed well expressed in the following contribution from "Long Termers, Cellmates." I do not think that any one—at least, any one who has read the whole periodical thru, and so has caught the spirit of the institution under officials who do not beleive in what Col. Ingersoll termed "crimes against criminals," would class this as cant.

Hostile at No One

We feel good over the fact that we have not been made bitter by being imprisoned, that we have tried to select the wholesome and reject the foul, and have always tried to keep ourselves responsive to hope and deaf to despondency. We have looked beyond the walls and lived in fancy. We have at all times invited pleasant and inspiring thought. By thinking the best of the officials and our fellow prisoners, we are enabled to improve the estimate of ourselves. We have earnestly tried to continue healthy in body and soul, relying largely on our own efforts to be so; we take comfort that beautiful flowers can be grown on prison ground; that prison water can be as pure and sweet as mountain springs; that we have swept away the bars of malice, hatred and prejudice, and that we intend to make the best of it unto the end.

The laundries are among the greatest of all local advertisers in this age. And if I owned a laundry, I would advertise that I would do as most laundries do not do, and I would do it. Get after your laundrymen.

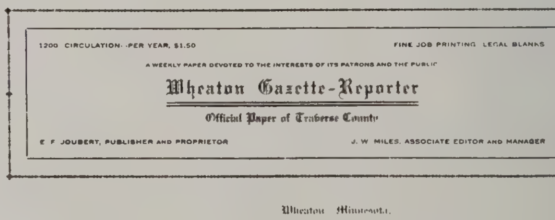
Good Work from "The Official Paper of the Village of Wheaton and County of Traverse"

Mr. Harry Woodworth, Boston.

Dear Sir:—Under separate cover we are mailing you a few samples of job work from the office of the Wheaton Gazette-Reporter. If you think any of them are worthy of a place in your department of the National Printer-Journalist you are at liberty to use them together with whatever criticism you may wish to make.

Yours very truly,
WHEATON GAZETTE-REPORTER,
Wheaton, Minn. By J. W. Miles, Mgr.

I am showing the modest letterhead on which this modest note was written as 3. It is in bronze, and still is, I think, accurately described by the word "modest," because that is the only color, giving a richness to the dainty job that is not out of keeping with modesty. When the



1200 CIRCULATION. PER YEAR, $1.50 FINE JOB PRINTING LEGAL BLANKS

A WEEKLY PAPER DEVOTED TO THE INTERESTS OF ITS PATRONS AND THE PUBLIC

Wheaton Gazette-Reporter

Official Paper of Traverse County

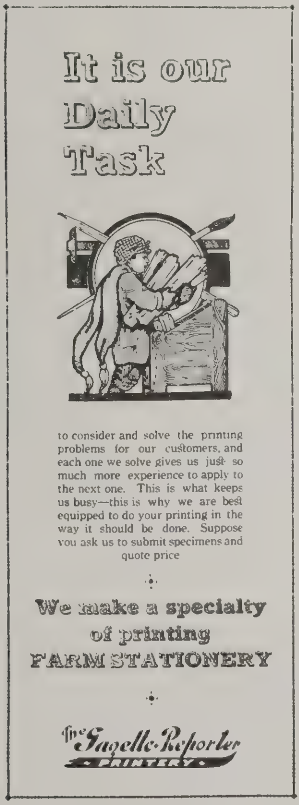
E F JOUBERT, PUBLISHER AND PROPRIETOR J. W MILES, ASSOCIATE EDITOR AND MANAGER

Wheaton Minnesota.

3

poet wrote "As modest as the pansy," he did not overlook the fact that the color of the most beautiful pansies, be they a blue with much of this very very sheen or some other color, is not incompatible with modesty.

It was laid down as a rule by a foremost typographer of the last century that any type of the Old English variety should never be spaced between the letters, but surely this style of Old English lends itself especially well to this kind of whiting-out, and there is not any incongruity in its association with the smaller line of the same series that is not so spaced. I have seen many and many a job where underscoring like that below the name of the paper did not look well within a panel, but here who could object to it? In fact, this compositor, who shows that he has been a student of typographical journals (or else in an unassisted genius, and such a one is rare) nevertheless does not feel at all bound by rules that are really purely arbitrary, and can and should be broken by one who is an artist, and hence can make his own rules when his inner consciousness tells him to. Where would be much of the art of the present and former ages had there been no souls like stars that dwelt apart with no rule but the universal one of beauty to guide them?



It is our Daily Task

to consider and solve the printing problems for our customers, and each one we solve gives us just so much more experience to apply to the next one. This is what keeps us busy—this is why we are best equipped to do your printing in the way it should be done. Suppose you ask us to submit specimens and quote price

We make a specialty of printing FARM STATIONERY

The Gazette-Reporter PRINTERY

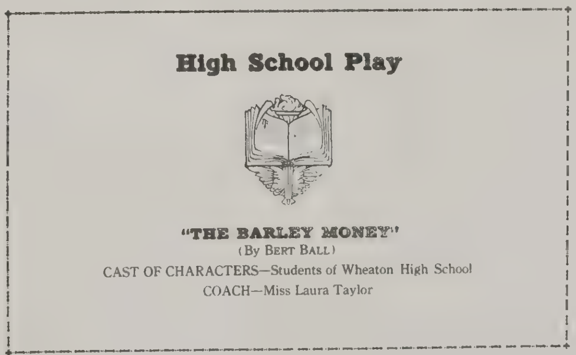
4

One of the jobs that Mr. Miles sends—a twelve-page-and-cover program — is especially good as to the composition of its composition. (The first "composition" is, of course, the word as it is used in the discussion of what are generally known as "works of art," tho they may not be more truly works of art than those of the artist-compositor.) It is a Washington's birthday souvenir and the spirit of truth to a high ideal pervades it. I will show some of its highly artistic, modern composition in another installment.

I will here show a page from a telephone directory, as being closely in line with the general scope of this department (4). The head, part of the picture, the ornaments and the nameplate are red, the remainder black. The directory is thruout of a much higher grade of work from an artistic point of view than most telephone directories. Perhaps this is not giving it very high praise, whereas I should like to praise it as a piece of work produced by men who evidently appreciate the really great possibilities of a telephone directory as an advertising medium. I presume the telephone company, as well as the printers, are entitled to some of this laudation. But it is advertising composition, and so I believe the Gazette-Reporter folk should be praised the most.

The full-page ad in this directory of the newspaper is a good example of the combination of square, slanting and pyramid composition in a long space so that there is harmony instead of clash among the various styles.

By the way, I guess I won't wait till next February—dear knows, (and some language sharps tell us "dear" is a corruption of the word "Dieu") what will happen before next February—to give two pages, at any rate, of the Washington's birthday program. The block-letter is one of the most striking of the modern faces that have largely, but not completely by any means, superseded the heavy letters like Roycroft and Plymouth, which have had such a long



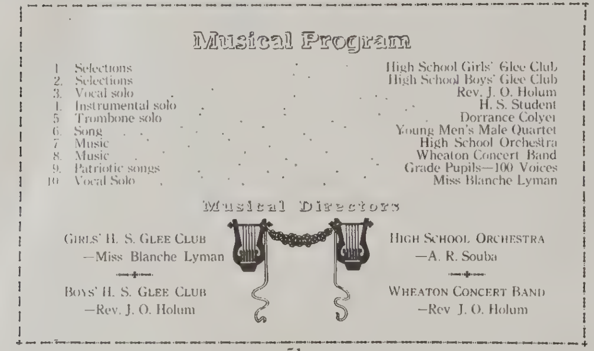
High School Play

"THE BARLEY MONEY"
(By Bert Ball)
CAST OF CHARACTERS—Students of Wheaton High School
COACH—Miss Laura Taylor

5a

popularity. It looks especially good on the India tint stock in a rich brown, and the contrast between it, together with the other lightness, and the ornament in 5a is good. 5b is a rather daring example of short-line composition, tho to look at the page as complete one would hardly believe that it violated any tenets of composition that were once held immutable. The compositor with a real sense of artistic composition is, or should be, "a law unto himself."

There are several more pages to this program—all different, and all good. I predict for this compositor—well, what I did for others who sent their early work to this department.



Musical Program

1	Selections	High School Girls' Glee Club
2.	Selections	High School Boys' Glee Club
3.	Vocal solo	Rev. J. O. Holum
4.	Instrumental solo	H. S. Student
5	Trombone solo	Dorrance Colyer
6.	Song	Young Men's Male Quartet
7	Music	High School Orchestra
8.	Music	Wheaton Concert Band
9.	Patriotic songs	Grade Pupils—100 Voices
10	Vocal Solo	Miss Blanche Lyman

Musical Directors

GIRLS' H. S. GLEE CLUB
—Miss Blanche Lyman

BOYS' H. S. GLEE CLUB
—Rev. J. O. Holum

HIGH SCHOOL ORCHESTRA
—A. R. Souba

WHEATON CONCERT BAND
—Rev J. O. Holum

5b

And he needn't move from Wheaton, either, if he keeps on contributing to the printing journals. Or he can if he wants to. This is a free country—and he whose art is free will find it so.

There is no doubt whatever of the value of a good nameplate in advertising. It is the permanent feature of an ad and should be selected with great care.

Hubbard Has Passed On; The "Philistine" Is Dead; The Roycroft Shops and Spirit Live

As the issue of the N. P.-J. for which this installment is being written will appear at or about the time of the first anniversary of the sinking of the "Lusitania" and the death of Elbert Hubbard, the following letter, sent me last summer, will still be of interest, or rather it would still be of interest whenever printed:

Dear Sir:—I want to thank you for the fine write-up you gave me and my work in the National Printer-journalist. I certainly feel proud of it.

I also want to inform you that I have been connected with the Roycroft Shops for nearly four years. It was a great loss for us, and the whole world, I might say, when the father of the Roycroft Shops, Elbert Hubbard, went down with the "Lusitania." But the Roycroft Shops will go on just the same.

Under separate cover I am sending you a few more samples of my work.

Thanking you again and sending my best regards, I remain,

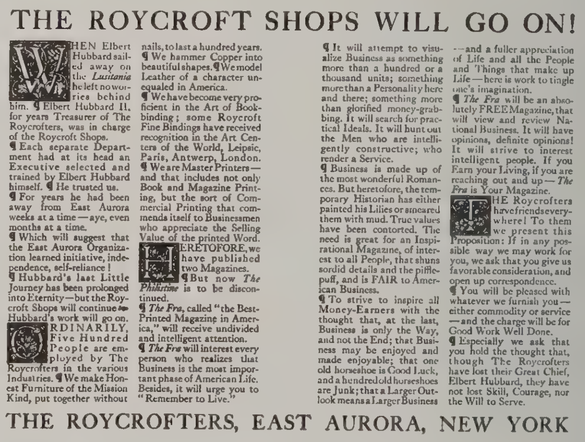
Sincerely,
AXEL EDW. SAHLIN,
Foreman Composing Room.

P. S.—I also want to let you know that Mr. Charles Rosen, Superintendent of Printing, is back with us again after being away for six years. He was the man who helped Mr. Hubbard to print the first Philistine, and he came here just in time to help to print the last one.

Well, the Fra liked it when Bob Williams, one of his old compositors—now funny man of the Lynn Item—wrote a poem on "Old Father Hubbard." In fact, "John of Erie," as Bob knew him, published it in the last Philistine printed before his death. A man can be a Father as well as a Fra.

The circular accompanying Mr. Sahlin's letter has a certain historical value, and hence it is not too late to reproduce it (6). It is on a gray laid deckle-edged stock, and the initials and the paragraph marks are red. Roycroftie in its abundance of red, but this is toned by the gray stock and ink. It is a pity perhaps, that the Philistine has discontinued. The Hubbard personality still lives, even in the writing on this circular.

The outer pages of the folder have photogravures of the new president of the Roycrofters, Inc., Elbert Hubbard II, and of Edward Felix Shay, general manager. I once asked a printer who had worked with the Roycrofters for years and with whom both Mr. and Mrs. Hubbard corresponded, who "Felix" was. He said he was a myth. Seems as if we have heard that of others who apparently lived strenuously when they did live. But "Felix" is of this age, and was the first editor of the Fra!



THE ROYCROFT SHOPS WILL GO ON!

WHEN Elbert Hubbard sailed away on the *Lusitania* he left no worries behind him. ¶ Elbert Hubbard II, for years Treasurer of The Roycrofters, was in charge of the Roycroft Shops.

¶ Each separate Department had at its head an Executive selected and trained by Elbert Hubbard himself. ¶ He trusted us.

¶ For years he had been away from East Aurora weeks at a time—aye, even months at a time.

¶ Which will suggest that the East Aurora Organization learned initiative, independence, self-reliance!

¶ Hubbard's last Little Journey has been prolonged into Eternity—but the Roycroft Shops will continue—Hubbard's work will go on.

ORDINARILY, Five Hundred People are employed by The Roycrofters in the various Industries. ¶ We make Honest Furniture of the Mission Kind, put together without nails, to last a hundred years. ¶ We hammer Copper into beautiful shapes. ¶ We model Leather of a character unequaled in America.

¶ We have become very proficient in the Art of Bookbinding; some Roycroft Fine Bindings have received recognition in the Art Centers of the World, Leipsic, Paris, Antwerp, London.

¶ We are Master Printers—and that includes not only Book and Magazine Printing, but the sort of Commercial Printing that commends itself to Businessmen who appreciate the Selling Value of the printed Word.

HERETOFORE, we have published two Magazines. ¶ But now *The Philistine* is to be discontinued.

¶ *The Fra*, called "the Best-Printed Magazine in America," will receive undivided and intelligent attention.

¶ *The Fra* will interest every person who realizes that Business is the most important phase of American Life. Besides, it will urge you to "Remember to Live."

¶ It will attempt to visualize Business as something more than a hundred or a thousand units; something more than a Personality here and there; something more than glorified money-grabbing. It will search for practical Ideals. It will hunt out the Men who are intelligently constructive; who render a Service.

¶ Business is made up of the most wonderful Romances. But heretofore, the temporary Historian has either painted his Lilies or smeared them with mud. True values have been contorted. The need is great for an Inspirational Magazine, of interest to all People, that shuns sordid details and the piffle-puff, and is FAIR to American Business.

¶ To strive to inspire all Money-Earners with the thought that, at the last, Business is only the Way, and not the End; that Business may be enjoyed and made enjoyable; that one old horseshoe is Good Luck, and a hundred old horseshoes are Junk; that a Larger Outlook means a Larger Business—and a fuller appreciation of Life and all the People and Things that make up Life—here is work to tingle one's imagination.

¶ *The Fra* will be an absolutely FREE Magazine, that will view and review National Business. It will have opinions, definite opinions! It will strive to interest intelligent people. If you Earn your Living, if you are reaching out and up—*The Fra* is Your Magazine.

THE Roycrofters have friends everywhere! To them we present this Proposition: If in any possible way we may work for you, we ask that you give us favorable consideration, and open up correspondence.

¶ You will be pleased with whatever we furnish you—either commodity or service—and the charge will be for Good Work Well Done.

¶ Especially we ask that you hold the thought that, though The Roycrofters have lost their Great Chief, Elbert Hubbard, they have not lost Skill, Courage, nor the Will to Serve.

THE ROYCROFTERS, EAST AURORA, NEW YORK

6

True advertising is less of an art than a business force. But its consideration as an art has much to do with its being such a strong, latter-day factor in the business world.

"The Heart That Has Truly Loved Never Forgets"

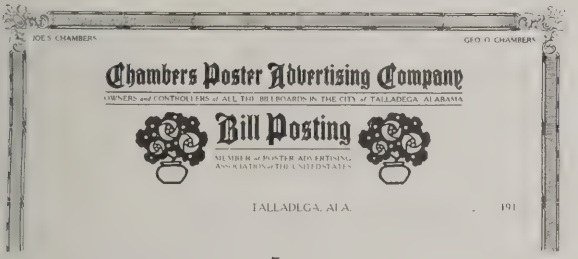
Dear Mr. Woodworth:—I know I've escaped your notice, but nevertheless you haven't escaped mine. I am still "doing time" in the "Bush League" (not heavy enough for the Major.)

Am sending a few of my perpetrations. Be glad if you can say a kind word about them, and show one or two in your excellent department. Will send more.

Trusting you are well, and getting the money.

Yours,
LENNIS BRANNON.
Brannon Printing Company, Talladega, Ala.

If Mr. Brannon has escaped my notice, it is because I used up all he sent me to notice years ago. He and other high-class typographers, who contributed frequently to this department years and years ago, have by no means escaped my remembrance. And I am glad to see they are coming back month by month with something fresh and up-to-1916 that shows they are still originating, as the man who possesses true originality never ceases to do. In fact, many of the best originators naturally do not attain to their full power until they have been originating for years. And the reason therefor was probably never better given than in the words of Sir Joshua Reynolds (who was "some" authority on art as well as "some" artist) as quoted in a number of the Apprentice Printer I have just received from Dr. Hamilton. As I read the quotation just received from Dr. Hamilton I feel as Keats said he felt—like some watcher of the skies when a new planet swims into his ken, or like stout Cortez (of course Keats meant Balboa) when with eagle eyes he gazed on the Pacific—for the first time, of course. For this is the first time I have come across Sir Joshua's remarks about genius, which will probably have a considerable vogue now in printed matter, being brought to the attention of budding geniuses by the Apprentice Printer, and geniuses in bloom by the N. P.-J. Here is the quotation:



JOE S CHAMBERS GEO O CHAMBERS

Chambers Poster Advertising Company

OWNERS and CONTROLLERS of ALL THE BILLBOARDS IN THE CITY of TALLADEGA ALABAMA

Bill Posting

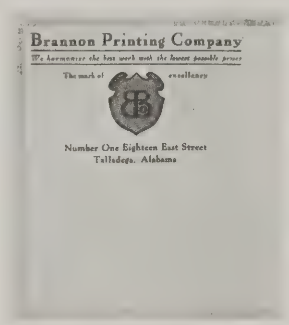
MEMBER of POSTER ADVERTISING ASSOCIATION of THE UNITED STATES

TALLADEGA, ALA. 191

7a

> "It is unquestionably evident that the greater part of every man's life must be employed in collecting materials for the exercise of genius. Invention, strictly speaking, is little more than a new combination of those images which have previously been gathered and deposited in the memory—nothing can come from nothing; he who has laid up nothing can produce no combinations."
>
> JOSHUA REYNOLDS.

The letterhead shown as 7a is very similar to what he could have done, and did do, if I remember aright, some years ago, but who will say it is not up-to-1916—up to 191— in fact, which has some more years to run yet. I am simply showing the top of this letterhead—to do it justice I would have to show it full size, which is nearly as large as a page of the N. P.-J. The border extends around the whole letterhead, with a good margin. And I would have to show it in the colors, too. The border, the rules, except the dotted ones, the bottoms of the pots, and the roses are yellow, the remainder is brown. The stock is russet. Yes, the type and the ornaments are such as have been in use for years, and they have been used similarly before by Mr. Brannon. Such a typographer as Mr. Stutes or Mr. Anger would use such types in a similar way, for that matter, but the Stutes or the Anger individuality would be there, and not the Brannon individuality. All three of these compositors are original along similar lines, but their work is always fresh, always new, always distinctively and unquestionably their very own. Neither is or can be an imitator. This, I take it, is the mark of the true genius. And each of these men, and of some others I could name, has the foresight to choose such faces harmonious with their other faces, that can be used again and again for years, always thru their endless faculty of invention, giving rise to something new, something different, something instinct with individuality of the customer as well as that of the compositor.



Brannon Printing Company

We harmonize the best work with the lowest possible prices

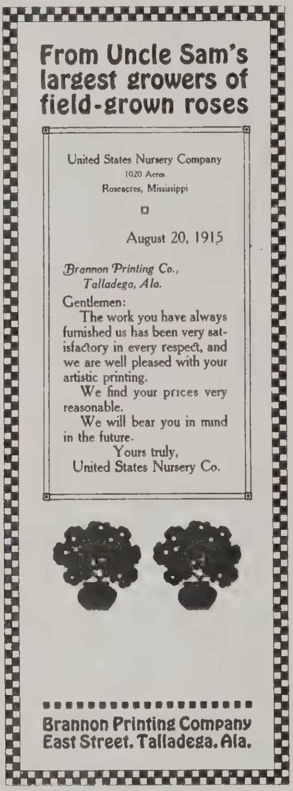
The mark of excellence

Number One Eighteen East Street
Talladega, Alabama

7b

Here is another piece of a job (7b)—you can imagine the rest of the border on the No. 10 envelope. It is all a rich gray, and if you do not know what a rich gray is, you have not seen the grays of Turner the painter, or Brannon the printer. And the workmark is a richer gray—a millionaire gray, the letters and border of it being brown. And the red is a carmine—just the red that Turner used with his grays; the remainder being brown. How helpful the art of Turner is to the art of the printer will be told in a future issue, with copious extracts from Ruskin, a genius of a critic, who understood an artistic genius like Turner. I wish Ruskin were living (he was an obliging gentlemen, he even gave his wife to an artist) so I could turn over the reviewing of some of the work of the artist-contributors of the N. P.-J. to him.

The roses are rather more appropriately used on this blotter (7c) than on 7a. It is in red, green and black (rules, dotted line, pots and roses red, leaves green.) I don't know the name of this display type, which some newspaper advertisers have adopted to give distinctiveness to their ads, but it is a sort of modern "fancy" variety whose likeness to Gothic gives it more staying qualities than most of the fancy faces of an elder day, while it lacks the severeness of a plain Gothic. On this job (7d) the same face is used. It will be noted that Mr. Brannon uses ornamental effects with this face that go well with it. Here the squares have a black center, a blue border and a black outline. The picture is blue, and its border is gray; the border of the upper panel is blue. The remainder is black.



From Uncle Sam's largest growers of field-grown roses

United States Nursery Company
1020 Acres
Roseacres, Mississippi

August 20, 1915

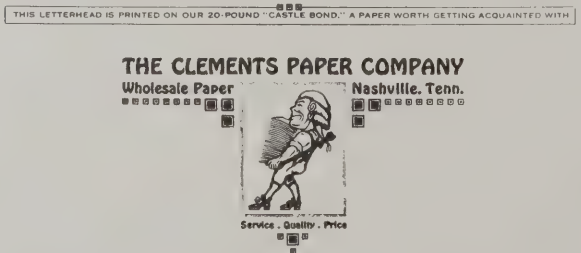
Brannon Printing Co.,
Talladega, Ala.

Gentlemen:
The work you have always furnished us has been very satisfactory in every respect, and we are well pleased with your artistic printing.
We find your prices very reasonable.
We will bear you in mind in the future.
Yours truly,
United States Nursery Co.

Brannon Printing Company
East Street, Talladega, Ala.

7c

As Mr. Brannon has been away from the N. P.-J. so long, you don't mind if I show another job of his, do you?—(7e)—tho it has nothing to do with advertising or what are generally considered its kindred arts. It seems much in line with the plea for simplicity made in the Do a mighty chief die, we publish it, and in article, "The Neglected Hell-Box," reproduced in the March number. In such work as this, of course, the use of more type faces than one is unnecessary, and might be very bad. But there are some printers who can use in an advertisement several faces and while producing an over-incongruous, unartistic effect, can make each face tell a part of a story that really needs to have an individuality all its own. I do not particularly care for the Bacchinalian ornament for the simple reason that tho it looks good, it does not seem to be very appropriate for a treatment of the work of William Shakespeare as a whole, whereas there are other ornaments that typify the drama. One of these is twice used on Mr. Brannon's letterhead design shown as 7f. It does not seem just right, however, for the Shakespeare job, even tho it might be taken for an Othello mask, but it fits oddly on the uniquely composed letterhead. The rules of this job are red. Note how, in a job that is so carefully balanced in some respects, this artist does not center the type composition. There is, as well as dramatic art, a sort of dramtic typographic art.

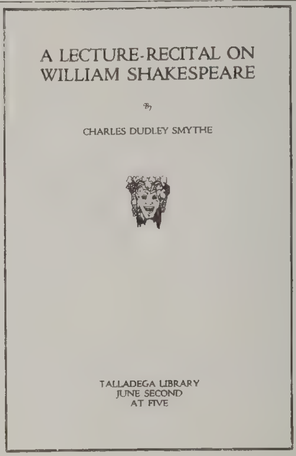


THIS LETTERHEAD IS PRINTED ON OUR 20-POUND "CASTLE BOND." A PAPER WORTH GETTING ACQUAINTED WITH

THE CLEMENTS PAPER COMPANY
Wholesale Paper Nashville, Tenn.

Service . Quality . Price

7d



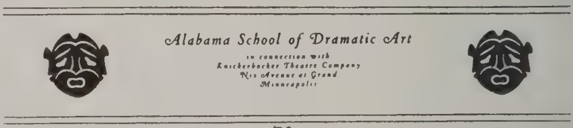
A LECTURE-RECITAL ON
WILLIAM SHAKESPEARE

By

CHARLES DUDLEY SMYTHE

TALLADEGA LIBRARY
JUNE SECOND
AT FIVE

7e



Alabama School of Dramatic Art
in connection with
Knickerbocker Theatre Company
Nix Avenue at Grand
Minneapolis

7f

I am reserving some of Mr. Brannon's most striking work for attention when he sends (if he will) black and white proofs of it.

Lumber is a thing that has wonderful possibilities for advertising that have already been developed. The lumber industry is one of the most common topics of conversation. The live lumber dealer has a wonderful opportunity to talk about something that will really interest the public and talk about it in such a way that it will really be to his particular advantage—and theirs. Get after your lumber dealers.

Siamese English

Here is a literal quotation from the handbill distributed by a newspaper published in Siam:

"The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder git git commit, we hear of and tell it. [Not a bad advertising phrase, by any means.] borders of somber. [Surely a vivid appreciation of typographic effects.] Staff has each one been colleged, and writ like the Kippling and the Dickens, we circle every town [well, that would not be a bad phrase for "the Kippling"] and extortionate not for advertisements. Buy it. Tell each of you its greatness for good. Ready on Friday. Number first." [After all, how many of us could write so good an ad in Siamese? Would it be so Siamesy?]

A great many grocers in large cities thruout the country do pretty good advertising for a business such as theirs. These can afford to do advertising of a certain kind that would not be profitable for other trades, as they can introduce more interesting prices into an ad than is possible to advertisers in many other lines. There are, however, some great possibilities lying in wait for those advertising grocers who are alive to their opportunities. Let the grocers break away from the hard-and-fast style of grocery advertising and come out in the local papers—or with the aid of the local job printers—with brisk, breezy, interesting paragraphs about the goods they know are interesting. If they would give such news about their stock when it IS news, and would tell of something else a day or a week later—they would find that a good deal of business could be done as compared with that done by the grocer who does not so advertise. Get after your grocer—and get him. And you may ultimately get his competitor as well—his local competitor, and not the mail-order grocer, if you do not believe in the system of selling groceries by mail to people of your home town.

⁂

GERMAN JOURNALISM STUDIED IN PAPERS

By reading German newspapers in class under an instructor who knows Germany as well as its language, many students at the University of Wisconsin have for several years been gaining knowledge of present-day Germany as portrayed in the daily papers. The character and make-up of the newspapers themselves are also studied, because many of the students in the class are enrolled in the Course of Journalism.

The Berliner Lokal-Anzeiger, the Munchener Neueste Nachrichcten, the Wisconsin Staatszeitung, and the Milwaukee Germania were the newspapers that were read in the class last year. Copies of the first two were brought home by Prof. M. H. Haertel instructor in the course, just before the beginning of the war because he feared that mail might be delayed. Now the papers come quite regularly.

⁂

ENGAGEMENT OF SOUTH DAKOTA EDITOR AS ANNOUNCED IN THESE TIMES OF THE WORLD WAR

The engagement of J. H. McKeever, editor and president of The Aberdeen (S. D.) American, and Miss Doris Bickelhaupt, prominent society girl of Aberdeen, was made at a luncheon to girl friends of the bride-to-be. A little "extra" was given its first and only circulation telling the news in terms of the cablenews of the day from the battlefronts, quite in keeping with the story of this latest "engagement." The wedding is to take place in September.

EXTRA! EXTRA!

Fall of Fortress is Followed by By Surrender of Its Commander

Army Gives Up When Fortifications Never Heretofore Indented Fall Before Siege in the Region of the Heart—Vigorous Attack Launched Through First Break in Walls Ending With Capitulation of Commandant

GENERAL FINGER ENCIRCLED AFTER DIAMOND SPARKING

New Coalition Arising From Encounter Is Result of This Latest Engagement—Peace Plan Brings About Establishment of New Base of Operations in North

LATEST FROM THE FRONT (porch)

Land of Heart's Desire, May won Leap Year—Special by Wireless—Following the sustained advance of the forces in the sector of the north, under General Mac, the hitherto impregnable fortress, Right Auricle, commanded by General Bick, has been made captive.

The movement of the invading forces has been without effect until the advent of leap lear since which time the active attack has been deemed most propitious.

Having mobilized his troops along the border, General Mac marched the men across the boundary and up the Heart's Highway to the vicinity of Left Ventricle Hill. There a commanding position was entrenched upon the Mount of Mutual Acquaintance and the siege begun. A battery of 40-sentimentary guns hurled shells charged with interest, love and affection and as they burst against the adamant sides of the Fortress Right Auricle, sometimes known as Her Heart, they finally made a break in the forbidding exterior.

Once the breach was made every branch of the attacking army was focussed there. Private Eyewink in battalions marched into the fight; Corporal Flowers faded at his post of duty before General Bick's eyes; Lieutenant Theatre Ticket served his part; Captain Dance was called on and never missed a step; Major Frequent Call rushed to the front, and, finally as a last resource, General Diamond was launched into the gap.

He turned the tide of battle, but not until after a member of the secret service, Spy Loveletter, had made his way thru the lines and sowed the seeds of surrender in the very midst of General Bick's army.

Then it was that General Diamond found his adversary, General Finger, so bent under the lack of resistance all about, that the invader quickly threw a ring around, making a close captive.

At this loss of her chief aide General Bick, herself, gave up. The flag of Utter Indifference, which has proudly floated over this fortress long counted impossible of capture, was lowered and the banner of Happy Smile run up.

Peace negotiations which were begun at once have been helped along by Henry Ford and permanent headquarters for the allied army will be established at 1001 Lincoln Street North.

Your correspondent, who has been at the front during the entire siege is therefore enabled to make official announcement of the engagement of Miss Doris Bickelhaupt and John Herbert McKeever, the wedding to be an event of the fall.

Newspapers Not Subsidized

MAJOR FRANK G. MACOMBER, editor of the Hartford (Conn.) Globe, recently speaking before the Fortnightly Club of New Britain on the "Making of a Newspaper," said in part:

"One of the most common beliefs on the part of the public today, in regard to newspapers, is that they are subsidized. To entertain such a view is to confess one's self ignorant of the very fundamentals of newspaper publshing.

Cost Would Prohibit Even If Publishers Were Inclined

"A moment's consideration of the great advertising expenditures of some of the national advertisers, for newspaper space, would stamp this idea as absurd.

"Probably the largest single apporpriation for newspaper space in the United States runs in the vicinity of a quarter of a million dollars and this sum of money gives the advertiser representation in only a small number, out of all the newspapers, and only in part of the issues. If a quarter of a million dollars will only buy say ten inches of space, three times a week, in a portion of the newspapers of the country, what sum of money would be required to pay for the influence of all of the newspapers, all of the time, in the interest of the man who furnished the money? Even supposing the editors and publishers of the newspapers of this country stood ready to sell the editorial and news columns of their papers the sum of money that would be required to foot the bill would be so large as to stagger even our greatest corporations.

Service to Readers Greatest

"While newspaper editors and publishers stand ready to treat their customers, the advertisers, with a courtesy and a consideration equal to that which any merchant extends to a patron, I know from personal experience and observation that, as a rule, the newspapers do more for the man in the street, the reader who pays a cent, or two cents, or three cents for his paper, than they do for advertisers who spend more with them in a year than 'Oldest Subscriber' spends in a lifetime or a dozen lifetimes of subscriptions. Within the past few weeks you have seen the Bethlehem Steel Company spending money for advertising space to combat the idea of a government armor plate mill. And I have seen many newspapers that carried this advertisement on one page, and 'roasted' the steel company in its editorial columns. If any of you gentlemen were to go into one of the local stores tomorrow while you were spending $25, the proprietor was to stand in front of his store and with a megaphone roast you to the crowd would you complete your purchase? Or if you purchased that time would you ever go back? I think not. Yet you will see everyday newspapers combatting in their editorial columns the ideas, the policies and the plans of concerns that are spending thousands of dollars for space in that self-same newspaper's advertising columns. And yet the public cry that the papers are subsidized; that the newspapers are 'controlled.'

Editorials Read But not Heeded as Formerly

"I have often been asked if the editorial has declined and if the power of the press is gone. To the first I always answer no, and to the second I must always say, yes. And when I am asked to explain my answer is this: that from experience and observation the editorial page is as closely read today as it ever was; that I believe that it is if possible, more generally read than ever before. But I must confess that the public declines to be influenced by the editorial as it once was.

"I think the explanation of this apparent paradox is this: on every hand you hear the statements made that 'It is a newspaper story,' or 'that is a newspaper lie,' or that 'you cannot believe what you read in the newspaper.' The public has come to be made up of doubting Thomases, of incredulous masses where the newspaper is concerned. Those who are engaged in the newspaper business know that relatively speaking there is no other business, no other institution that is more accurate than the newspaper. They know that we have to be accurate; they know that the very paucity of libel suits and corrections proves beyond the question of a doubt that newspapers are in a sense wonderfully accurate. If the newspapers are accurate and they are so then what has created this lack of faith in newspapers on the part of the mass of the readers?

"The editorial page is the answer. It has in the last ten years, devoted itself in no small measure to proving to the reader that newspapers cannot be trusted, cannot be believed, are not fit company for decent people. Let me explain. Taken a town with two newspapers and a very few towns have but at least two. There is the Evening Rag and the Morning Blatter. Five days out of six the Evening Rag devotes at least one editorial to ridiculing the Morning Blatter. It points with hellish glee every mistake the Blatter makes. It by inference at least, proves the editor of the Blatter is naturally a crook, a liar and a thief. It frankly tells the public that you cannot believe anything one sees in the Blatter.

"And for five days out every six the Morning Blatter carries out exactly the same policy toward the Evening Rag. Today in almost every newspaper office in the country you can find an editorial writer who believes that his best days are those in which he has turned loose venomous effusion that belittles the rival paper. And the result? The result is that a considerable portion of the readers of the Rag are firmly convinced the Blatter is the official organ of Hades, and an equal portion of the readers of the Blatter entertain exactly similar views in regard to the Rag. And subconsciously but none the less effectively there has been graven into the minds of all newspaper readers a doubt of all newspapers. The newspapers of this country have not destroyed the confidence of their readers and lost their influence with and power over them because of inaccuracy, because of subsidization, because of lack of men of brains to analyze public questions and write of them in powerful succinct and pleasing English but they have lost this confidence and this power by the petty and asinine policy they have followed of trying to compete with each other by the process of ridicule, belittling and knocking of each other."

[Note:—It is well that the members of any calling—especially the members of a calling so public and important in service as that of newspaper making—should be reminded of their faults but our observation has been that recrimination in newspapers is much less than formerly and not nearly as great as among members of many other callings. What is printed and published abroad to the world bears greater weight that what is merely spoken and remains. The newspaper makers, above all others, should be circumspect, careful of consequences, discreet in criticisms. Demagogues and selfish interests members of the secret government have maliciously and designedly striven to destroy confidence in a press that they cannot control and have, to a degree, succeeded.—Ed.]

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

ANY person who has made a careful study of the subject must admit that, at best, advertising is a slow process. The oft reiterated plea for persistence is an admission of this fact. Except in a few local instances, can much be accomplished thru advertising, save by constant hammering. Advertising might be likened to water: A great volume of it is an irresistible force; but even the constant dropping of small quantities "weareth away stone."

A man desiring to acquaint the public with a certain fact invests many dollars in advertising, according to his means, and keeps it up for a year, or a series of years, only to find wherever he goes that there are still persons who are ignorant of the very truth he wished to promulgate. This leads naturally to skepticism against the efficacy of advertising. The many enlightened ones whom this man may meet excite no comment; he accepts them as a matter of course.

As an instance, some eight or ten years ago a business associate and I dissolved partnership. At the time, the fact was, prominently published thru our paper, and from then on, from week to week, my name alone appeared as sole owner of the sheet. Further, as time went on, by way of news, publicity was given as to the doings of my former associate and meanwhile my own name had supplanted the old firm name in connection with all of the office advertising; yet, in spite of all this publicity, there are today people right among our regular subscribers who do not seem to know that my former partner and I are no longer associated in the publication of the paper.

Thus we see not so much an evidence of the inefficiacy of advertising, as of the need of copiousness and persistence on the part of the advertiser.

Every modern business man knows that there is no other way or means by which he can hope to spread the facts which he wishes the public to know. However, I believe a great many home newspaper makers find men among their constituency — some of them fairly successful business men, too—who advertise (if they advertise at all) not because they believe sincerely in the efficacy of advertising as a means of bringing new business to their stores, but sometimes because of the reciprocity of trade which they cunningly hope to thus secure from the publisher himself, or, again because of that old-time habit of looking upon the home newspaper as a community necessity which must be supported.

I know I have patrons who advertise because prompted by one or the other of these motives, and, as I scan the advertisements in other home newspapers, I am convinced that there are hundreds of such advertisers thruout the country.

And this in face of all the advertising which has been done within the past fifty years, in the effort to disseminate the truth that advertising pays. I doubt if any other one fact ever received so much publicity from such a variety of sources as that "It pays to advertise," and yet the evidence just cited shows that we are not yet come to the limit of persistence.

And that's the point of this effusion: We newspaper makers must remember that the medicine we are prescribing for others is exactly as good for ourselves. We must not ease up, but redouble our efforts and persevere—seize every opportunity which presents itself to hammer home the truth about the real efficacy of advertising and the real necessity of persistence. For, remember, Emerson was right when he suggested that there are many who must see the house itself before they can conceive of its plans and dimensions.

◆ ◆

Among the papers lost last fall (as recounted in these columns in a recent issue) were a number of copies of that superlative sheet, The Harvard (Ill.) Herald. I requested that the contribution be duplicated, and am happy to say that the Herald has heeded my appeal, for here I have ten new copies, each so nearly a duplicate of the other in appearanc that one must almost need read the head-lines to determine that every one of them is not of the same edition. I like that strict adherence to style. It is all a part of a system of delightful uniformity toward which all newspapers should aspire. But before I proceed further I want to present the following letter from Brother M. F. Walsh, president of the Herald company, which came with the budget of Heralds which I was so unfortunate as to lose:

Harvard, Illinois, Sept. 9, 1915.

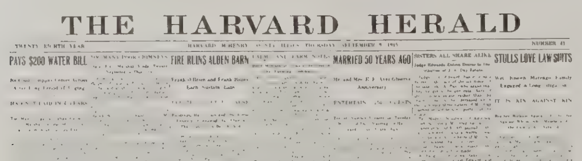
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Under separate cover we send you specimen copies of this week's Harvard Herald, not that you give it any space in your department in the National Printer-Journalist, because you have reviewed it in the past, but more especially to ask your judgment on the make-up and the class of headings used and as to whether they are spaced enough between the headlines, as well as anything you can suggest looking to an improvement in the paper's make-up and general arrangement.

It is our dull time for advertising, as you will note. You are at liberty to criticise as freely as you feel necessary because we esteem your judgment in such matters and have profited in the past from your suggestions and criticisms.

Very truly,

M. F. WALSH.



THE HARVARD HERALD

PAYS $200 WATER BILL

FIRE RUINS ALDEN BARN

Each Sustain Loss

MARRIED 50 YEARS AGO

Anniversary

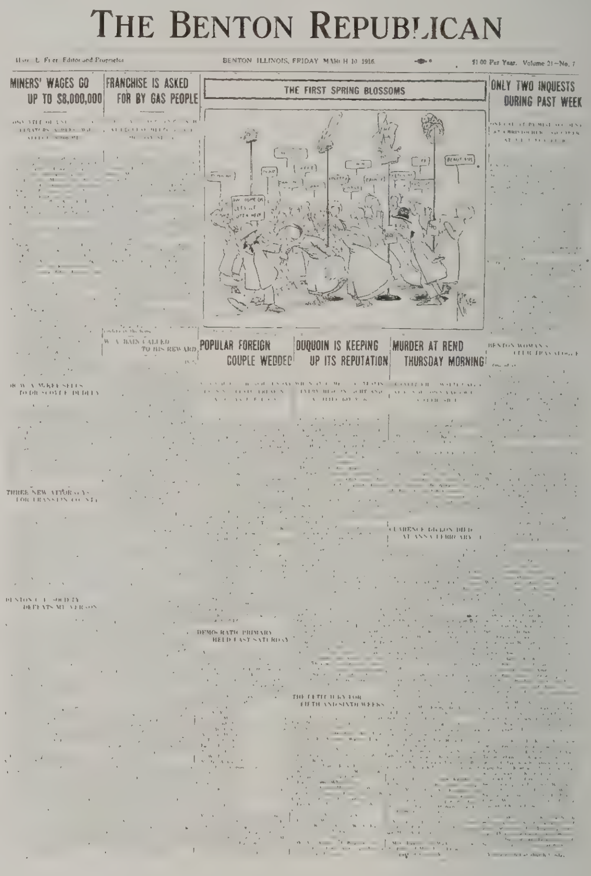
SISTERS ALL SHARE ALIKE

STULLS LOVE LAW SUITS

IT IS KIN AGAINST KIN

Ex. 1

In order to add to the intelligence of my remarks, I am first going to reproduce one of these handsome front pages — exhibit 1.. A glance at this illustration shows that dignified simplicity is the keynote of Herald typography and Herald make-up. I heartily attest that I admire this specimen and the headings are perfect—all except that I prefer a dash also between the last pyramid and the reading matter following—in fact, I deem a dash here more imperative even than between lines of the head itself,



THE BENTON REPUBLICAN

BENTON, ILLINOIS, FRIDAY, MARCH 10, 1916

$1.00 Per Year. Volume 21—No. 7

MINERS' WAGES GO UP TO $8,000,000

FRANCHISE IS ASKED FOR BY GAS PEOPLE

THE FIRST SPRING BLOSSOMS

ONLY TWO INQUESTS DURING PAST WEEK

POPULAR FOREIGN COUPLE WEDDED

DUQUOIN IS KEEPING UP ITS REPUTATION

MURDER AT REND THURSDAY MORNING

Ex. 2

because of the logical fact that the head, while admittedly very closely connected with the story, is after all a thing by itself. This is the only criticism I can make, for the spacing is just right.

◆ ◆

Benton, Ill., March 10, 1916.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you, under separate wrapper, copy of this week's Republican.

A Model "K" has been installed and we find it a great improvement over the old way.

During my thirty years at the trade I have made it a point to turn out my job work and paper in a manner that will be pleasing to both customer and proprietor.

Something new to learn in the printing business every day and I take advantage of every opportunity to "get next."

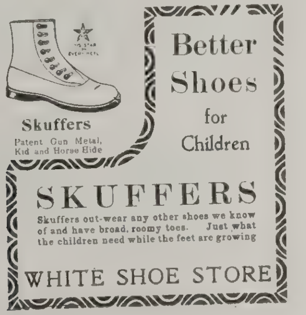
Fraternally,

DANN ROSS

Congratulations, brother on the acquisition of the new machine. 'Twill not be many years before the setting of straight matter by hand will have become a lost art—and I don't know as the fact will provoke a tear. All home papers fit to survive at all will have a typesetting machine. And in this respect the Benton Republican is truly one of the fittest. How brightly the front page is fashioned is shown by the accompanying reproduction (Exhibit 2). It is a quarto, well edited and printed. The advertising patronage is good and the advertisements are set in a fashion considerably better than the average. The mechanical make-up is right, with the exception of the arrangement of advertisements, which is out of accord with the Hoyle of this department, as so often outlined in these columns.

◆ ◆

One of the most important features of the newspaper business is advertising, hence that ad-compositor who is trying to create something good in his line is to be congratulated and encouraged. Here is a trio of advertisements set by Walter Wallerstedt, Lindsborg, Kansas, which are truly somewhat out of the ordinary and striking. In the first two the border effect is the attractive and original feature, but the last one is no less unique. Typography of the first is injured materially by the use of such a variety of faces. The second is best in all points. This is a commendable tendency in a compositor—the aim to make something distinctive without becoming fussy or freakish. And Brother Wallerstedt has succeeded well. I hope to be favored with more of his work, as he says he has lately become a subscriber to the Nation Printer-Journalist, having been induced to do so by the perusal of an old number which came into his hands by chance.



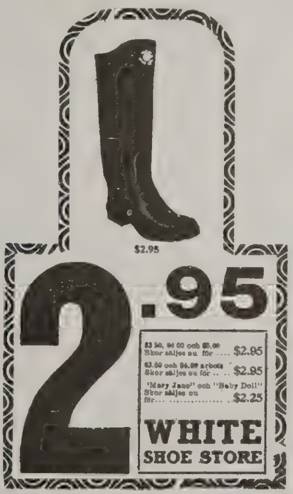
Better Shoes for Children

Skuffers
Patent Gun Metal, Kid and Horse Hide

SKUFFERS
Skuffers out-wear any other shoes we know of and have broad, roomy toes. Just what the children need while the feet are growing

WHITE SHOE STORE

Ex. 3



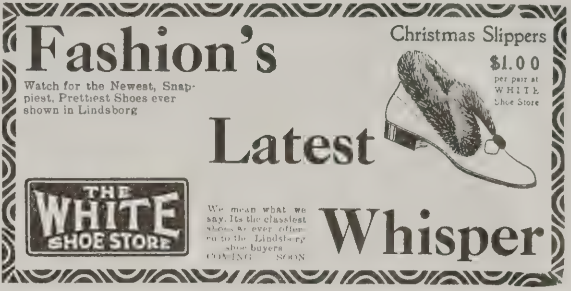
$2.95

2.95

$3 50, $4 00 och $5,00 Skor säljes nu för $2.95
$3.50 och $4.00 arbets Skor säljes nu för $2.95
"Mary Jane" och "Baby Doll" Skor säljes nu för... .... $2.25

WHITE SHOE STORE

Ex. 4



Fashion's Latest Whisper

Watch for the Newest, Snappiest, Prettiest Shoes ever shown in Lindsborg

Christmas Slippers
$1.00 per pair at WHITE Shoe Store

THE WHITE SHOE STORE

We mean what we say. Its the classiest shoes we ever offered to the Lindsborg shoe buyers
COMING SOON

Ex. 5

◆ ◆

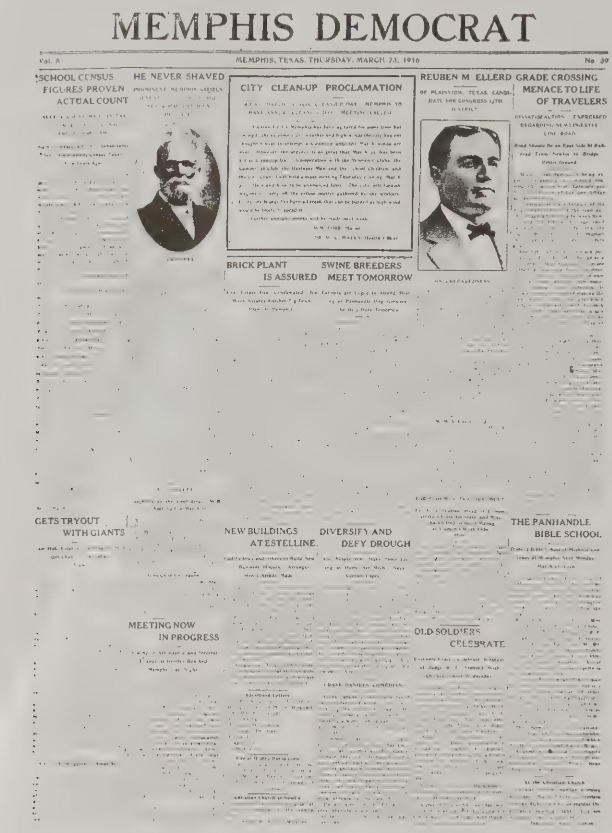
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending you by this mail the first four issues of the Memphis Democrat under my management.

Am trying to improve the appearance of the paper but find it difficult with the type selections. "A sea of type but nothing for symmetrical display," quite different from the small, but well selected, type in series of the Estelline news.

Yours truly,
JERRY DALTON.

I have surely found a lot of interest and pleasure in the inspection of this bundle of papers from Brother Jerry Dalton, who was introduced to readers of these columns as the editor and publisher of the Estelline News. His present paper, The Memphis Democrat, is not up yet to the standard of excellence maintained in the former sheet, nevertheless I am pleased to note that considerable improvement has been attained during the four issues of March. The neat first page of the latest issue at hand is to be seen in exhibit 6. Brother Dalton not only demonstrates his ability as a typographer and mechanical make-up (taking it for granted that his genius is back of these departments in the Democrat) but he also has talent as a writer. This latter gift comes out more purely in his editorial paragraphs, rather than in his news stories, the former at times fairly stinging and sparkling with wit of the sharpest order. He has a good "nose for news," evidently, hence his pages are well filled with stuff of a most interesting character. I extend him my sincerest wishes for success; and would suggest in future he be a little more careful with his spelling and proof-reading.



MEMPHIS DEMOCRAT

Vol. 8 MEMPHIS, TEXAS, THURSDAY, MARCH 23, 1916 No. 39

SCHOOL CENSUS FIGURES PROVEN ACTUAL COUNT

HE NEVER SHAVED

CITY CLEAN-UP PROCLAMATION

REUBEN M. ELLERD

OF PLAINVIEW, TEXAS, CANDIDATE FOR CONGRESS 13TH DISTRICT

GRADE CROSSING MENACE TO LIFE OF TRAVELERS

BRICK PLANT IS ASSURED

SWINE BREEDERS MEET TOMORROW

GETS TRYOUT WITH GIANTS

NEW BUILDINGS AT ESTELLINE

DIVERSIFY AND DEFY DROUGH

THE PANHANDLE BIBLE SCHOOL

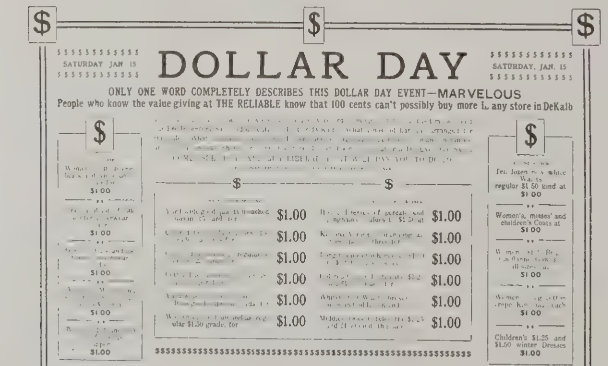
MEETING NOW IN PROGRESS

OLD SOLDIERS CELEBRATE

Ex. 6

◆ ◆

Along with a kind letter of thanks for words of praise which his excellent work prompted me to express in these columns some months ago, came another copy or two of that excellent sheet, the DeKalb (Ill.) Review, on which Oscar H. Givler does the advertisement composition, etc. In one of these latest specimens is a half page advertisement of the Reliable Store, published in harmony with the late "Dollar Day" movement in DeKalb, of which the author is rather proud, as he has a right to be. This advertisement is reproduced herewith as exhibit 7. It is a very fine, clean, harmonious piece of work, worthy of close inspection by readers of this department.



$$$$$$$$$$$$
SATURDAY JAN 15
$$$$$$$$$$$$

DOLLAR DAY

$$$$$$$$$$$$
SATURDAY, JAN. 15
$$$$$$$$$$$$

ONLY ONE WORD COMPLETELY DESCRIBES THIS DOLLAR DAY EVENT—MARVELOUS
People who know the value giving at THE RELIABLE know that 100 cents can't possibly buy more in any store in DeKalb

Ten dozen new white Waists regular $1.50 kind at $1.00

Women's, misses' and children's Coats at $1.00

Children's $1.25 and $1.50 winter Dresses $1.00

Remember Dollar Day Sale Saturday January 15, 1916

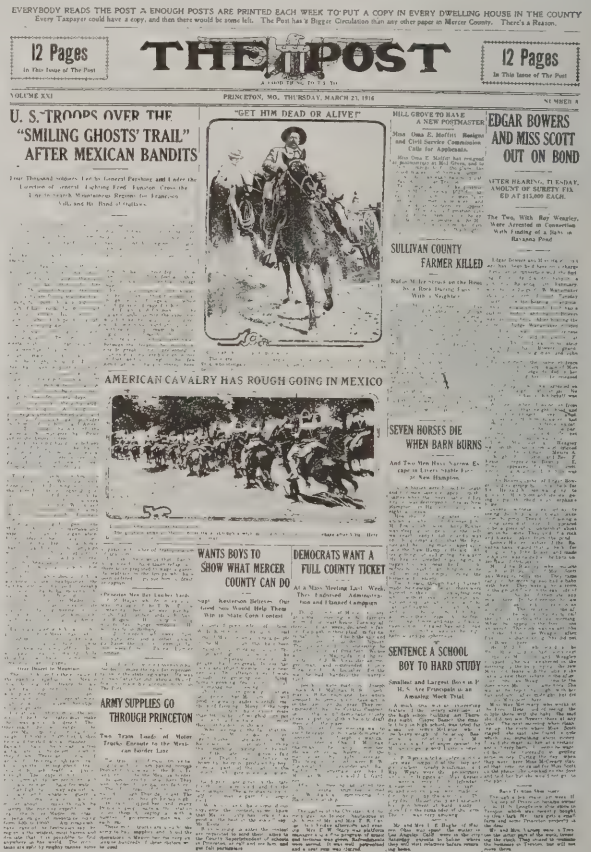
THE RELIABLE
FAMOUS FOR READY-TO-WEAR . DEKALB, ILLINOIS

Goods on sale only while they last

Ex. 7

◆ ◆

A more wonderful home weekly I have never seen than this Princeton, Missouri, Post, by W. C. Price. Glance at the two front pages shown herewith as exhibits 8 and 9, and you may grasp a little of the Post's wonderfulness. The first illustration is from a regular weekly edition—twelve pages, tho, illustrated and headed up as attractively as one of the metropolitan sheets. The other is from a sort of special "Home Coming" edition, replete with forty-eight letters from as many former Mercer Countians now residing in various portions of the globe. Twelve pages in this edition, too—and all at the rediculously low price of $1.00 per year. How Brother Price issues such a paper at such a price and makes it pay, as he surely must, is a mystery. But his advertising patronage is as



EVERYBODY READS THE POST ⁂ ENOUGH POSTS ARE PRINTED EACH WEEK TO PUT A COPY IN EVERY DWELLING HOUSE IN THE COUNTY
Every Taxpayer could have a copy, and then there would be some left. The Post has a Bigger Circulation than any other paper in Mercer County. There's a Reason.

12 Pages
In This Issue of The Post

THE POST

12 Pages
In This Issue of The Post

VOLUME XXI PRINCETON, MO., THURSDAY, MARCH 23, 1916 NUMBER 8

U. S. TROOPS OVER THE "SMILING GHOSTS' TRAIL" AFTER MEXICAN BANDITS

Four Thousand Soldiers Led by General Pershing and Under the Direction of General "Fighting Fred" Funston Cross the Line to Search Mountainous Regions for Francisco Villa and His Band of Outlaws

"GET HIM DEAD OR ALIVE!"

HILL GROVE TO HAVE A NEW POSTMASTER

Miss Oma E. Moffitt Resigns and Civil Service Commission Calls for Applicants.

EDGAR BOWERS AND MISS SCOTT OUT ON BOND

AFTER HEARING, TUESDAY, AMOUNT OF SURETY FIXED AT $15,000 EACH.

The Two, With Roy Wengler, Were Arrested in Connection With Finding of a Baby in Ravanna Pond

SULLIVAN COUNTY FARMER KILLED

Rufus Miller Struck on the Head by a Rock During Fuss With a Neighbor

AMERICAN CAVALRY HAS ROUGH GOING IN MEXICO

SEVEN HORSES DIE WHEN BARN BURNS

And Two Men Have Narrow Escape in Livery Stable Fire at New Hampton

WANTS BOYS TO SHOW WHAT MERCER COUNTY CAN DO

Supt. Kesterson Believes Our Good Sons Would Help Them Win in State Corn Contest

DEMOCRATS WANT A FULL COUNTY TICKET

At a Mass Meeting Last Week, They Endorsed Administration and Planned Campaign

SENTENCE A SCHOOL BOY TO HARD STUDY

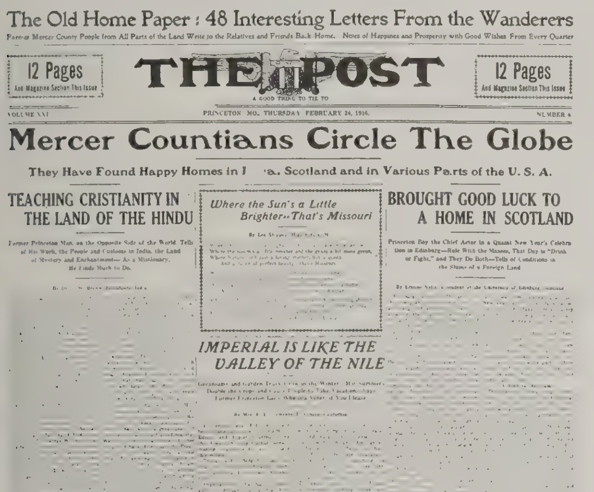
Smallest and Largest Boys in P. H. S. Are Principals in an Amusing Mock Trial

ARMY SUPPLIES GO THROUGH PRINCETON

Two Train Loads of Motor Trucks Enroute to the Mexican Border Line

Ex. 8

remarkable in quantity (and quality) as his paper is in quality. The rate on this is more lucrative—twenty cents the inch. But this is not a high rate for a paper with circulation of 2,350 copies per week. According to the scale lately tabulated for Wisconsin papers by President Herbert L. Hoard of the state press association, the inch rate for a paper with that many readers would be about 32 cents. With this "Home Coming" edition, furthermore, was a magazine section, evidently a regular semi-monthly feature of the Post. A paper like this, always so well printed, always so fresh and surprising in its news features and new features, is easily worth $2.50 per year to its readers—and certainly that figure would not net its publisher any great profit. Brother Price is a genius. He seems to have been born to the business; and the excellence of the Princeton Post shows what that means.



The Old Home Paper : 48 Interesting Letters From the Wanderers

Former Mercer County People from All Parts of the Land Write to the Relatives and Friends Back Home. Notes of Happines and Prosperity with Good Wishes From Every Quarter

12 Pages And Magazine Section This Issue

THE POST

A GOOD THING TO TIE TO

12 Pages And Magazine Section This Issue

PRINCETON, MO., THURSDAY, FEBRUARY 24, 1916.

Mercer Countians Circle The Globe

They Have Found Happy Homes in I a, Scotland and in Various Parts of the U. S. A.

TEACHING CRISTIANITY IN THE LAND OF THE HINDU

Former Princeton Man, on the Opposite Side of the World, Tells of His Work, the People and Customs in India, the Land of Mystery and Enchantment— As a Missionary, He Finds Much to Do.

Where the Sun's a Little Brighter—That's Missouri

BROUGHT GOOD LUCK TO A HOME IN SCOTLAND

Princeton Boy the Chief Actor in a Quaint New Year's Celebration in Edinburg—Rule With the Masses, That Day is "Drink or Fight," and They Do Both—Tells of Conditions in the Slums of a Foreign Land

IMPERIAL IS LIKE THE VALLEY OF THE NILE

Plowed Corn on Land Where Princeton Now Stands

Ex. 9

◆ ◆

Last March The Odebolt, Iowa, News issued a remarkable special edition, called the "Second Anniversary Number" and commemorating "the phenominal growth of the Odebolt News and the town of Odebolt." It was a fine edition, replete with much special matter and an extraordinary amount of advertising, reflecting very creditably upon the town, as a place of thrift and enterprise, and upon the makers of the News, as men alert and active and with their hearts in their business. Thruout the past year or more I have been watching with interest the work of this progressive paper, and I have been much gratified with the excellent service it has been rendering its town and county. Brother David Phillips is editor of this live sheet, and to him and his faithful co-workers I extend congratulations.

◆ ◆

Well, by the time this paragraph gets into print The Eaton Colorado, Herald's new linotype will have been in use several months. It arrived last March—and, as usual, it inspired Editor H. E. Hogue to say many laughable things in his inimitable editorial column. Somewhere the other day, in some trade paper, I saw the query, "What constitutes a good front page of a newspaper." Sometime I am going to reproduce the Herald's front page as an answer to that query. And, happily, the Herald is just as dandy in every other feature of its making, with a superlative news-service and an editorial page that can't be beaten.

◆ ◆

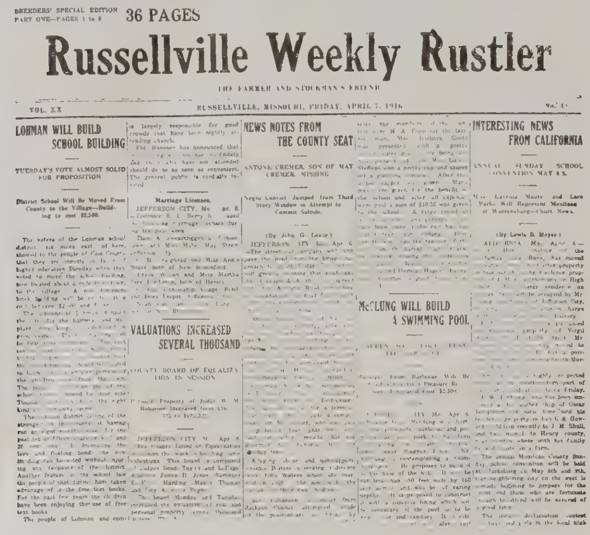
I have here a copy of the Wisconsin Leader, published by Clarence Johnson at Merrillan, Wisconsin. It is a short seven-column quarto, with a nice clean front page, good news-service and a pleasing print. The editorial work is well done as is also the advertisement composition, and, whithal I find the Leader a very creditable product.

◆ ◆

The Lyons, Nebraska, Sun makes the serious mistake of running displayed advertisements on its first page and there is fully the length of twenty picas between the two words in the title. It seems to me that any printer ought to know that this does not look well. Of course, this is a short title for so wide a page (seven columns) but this could all be easily remedied by the setting of long narrow boxes at either end of the heading. A publisher should know (particular in these days of high prices) that every inch of space is valuable; and this blank space at either end of the title can be used to good advantage in springing some catchy advertisement for the shop, or, live publishers often sell these spaces to local business men at special rates. The Sun Offers a pretty creditable news-service, shows fair editorial work and in the main the advertisements are composed in a tasty manner. The mechancal make-up however, is altogether wrong.

◆ ◆

Last, but not least, I have to consider a copy of the thirty-six page Breeders' Special Edition of the Russellville, Missouri, Weekly Rustler—



BREEDERS' SPECIAL EDITION
PART ONE—PAGES 1 to 8 36 PAGES

Russellville Weekly Rustler

THE FARMER AND STOCKMAN'S FRIEND

VOL. XX RUSSELLVILLE, MISSOURI, FRIDAY, APRIL 7, 1916

LOHMAN WILL BUILD SCHOOL BUILDING

TUESDAY'S VOTE ALMOST SOLID FOR PROPOSITION

District School Will Be Moved From County to the Village—Building to cost $2,500.

NEWS NOTES FROM THE COUNTY SEAT

ANTONE CREMER, SON OF MAT CREMER, MISSING

Negro Convict Jumped from Third Story Window in Attempt to Commit Suicide.

(By John G. Leale)

INTERESTING NEWS FROM CALIFORNIA

ANNUAL SUNDAY SCHOOL CONVENTION MAY 8-9.

Mrs. Lavenia Moore and Lora Parks Will Represent Moniteau at Warrensburg—Court News.

(By Lewis B. Meyer.)

Marriage Licenses.

VALUATIONS INCREASED SEVERAL THOUSAND

McCLUNG WILL BUILD A SWIMMING POOL

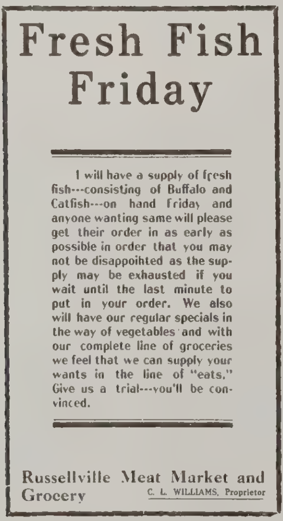
Ex. 10

an annual stunt of this live sheet. The Rustler editor has spared me the task of describing this edition by having described it himself, as follows:

THIS ISSUE CONTAINS

In order that our friends may know something about the amount of work it takes to produce an issue like this we have compiled a few figures, as follows: It took 13,500 sheets of paper to print this issue of the Rustler. 3,000 copies were printed and in order to complete the work it was necessary to make 27,000 impressions on our cylinder press. The 13,500 sheets of paper represent 27 reams and the total weight of this issue is nearly 1,100 pounds. This paper contains 36 pages of five columns each. Each column is 18 inches in length which makes a total of 3,528 inches of space in this edition. Several cuts were used to illustrate the edition and about 50 display advertisements of various sizes were set in type this week. All of the reading matter in this issue, with the exception of less than one page, was set on our new linotype machine.

That the readers may appreciate how neatly it was gotten up, in exhibit 10 I show the upper portion of the handsome first page of this edition. It is not difficult to review a sheet like this. When one has said that it is practically perfect in every feature and department, he has said it all—and that's the truth. Editorial work, typography, presswork, mechanical make-up, everything is just as the most fastidious judge could wish it. I am moved to show herewith a number of the fine advertisements.

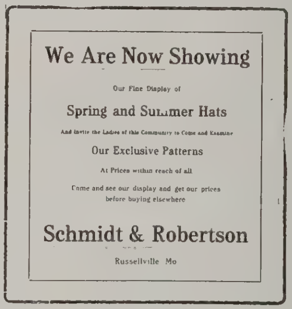


Fresh Fish
Friday

I will have a supply of fresh fish---consisting of Buffalo and Catfish---on hand Friday and anyone wanting same will please get their order in as early as possible in order that you may not be disappoihted as the supply may be exhausted if you wait until the last minute to put in your order. We also will have our regular specials in the way of vegetables and with our complete line of groceries we feel that we can supply your wants in the line of "eats." Give us a trial---you'll be convinced.

Russellville Meat Market and Grocery
C. L. WILLIAMS, Proprietor

Ex. 11



We Are Now Showing

Our Fine Display of

Spring and Summer Hats

And invite the Ladies of this Community to Come and Examine

Our Exclusive Patterns

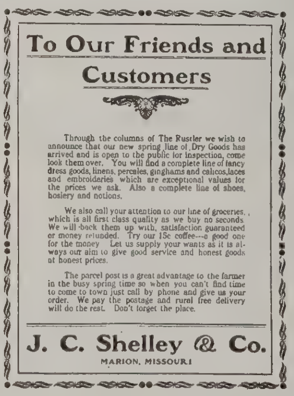
At Prices within reach of all

Come and see our display and get our prices
before buying elsewhere

Schmidt & Robertson

Russellville Mo

Ex. 12



To Our Friends and Customers

Through the columns of The Rustler we wish to announce that our new spring line of Dry Goods has arrived and is open to the public for inspection, come look them over. You will find a complete line of fancy dress goods, linens, percales, ginghams and calicos, laces and embroideries which are exceptional values for the prices we ask. Also a complete line of shoes, hosiery and notions.

We also call your attention to our line of groceries, which is all first class quality as we buy no seconds. We will back them up with, satisfaction guaranteed or money refunded. Try our 15c coffee---a good one for the money Let us supply your wants as it is always our aim to give good service and honest goods at honest prices.

The parcel post is a great advantage to the farmer in the busy spring time so when you can't find time to come to town just call by phone and give us your order. We pay the postage and rural free delivery will do the rest. Don't forget the place.

J. C. Shelley & Co.
MARION, MISSOURI

Ex 13

(Exhibits 11, 12 and 13.) Each of these ads, for practical purposes, is a model of correct display and simple design.

THE FIRST LIBEL CASE IN AMERICA

(Emil Baensch, Manitowoc, Wis.)

Sometime in 1710 a shipload of German emigrants landed in New York City. Among them was a poor widow with her thirteen year old son, John Peter Zenger. He was apprenticed to Bradford, the printer, and served him for eight years. After working at his trade in Maryland for some time he returned to New York and opened a printshop of his own. Some of the books and pamphlets he printed are still preserved, among being the first school arithmetic published in America.

At this time England's treatment of its American colonies became harsh and oppressive. In New York Governor Crosby was especially arbitrary and was creating great dissatisfaction among the people. The only newspaper, the Gazette, was a government organ, from which it appears that "organs" are not of latter-day growth. So general and so bitter grew the sentiment that in 1733 Zenger was induced to establish an opposition organ, the Journal, a four page folio. It readily won popular favor and was weekly filled with articles criticizing the government. Indeed, so eager were the people to voice their opposition and criticism, that Zenger found himself in the enviable position to be able to state, in one of his issues, that he had sufficient copy on hand to fill the paper for the following seven weeks.

The governor and his party determined to suppress the Journal. Two of the three judges of the Court, however, sided with the people. The governor promptly removed them and appointed more pliant men in their places. These called a grand jury and charged it to take evidence as to the libelous articles and to return an indictment against the author and publisher. But the jury declined to do so.

Then the governor tried more diplomatic tactics. He wined and dined the aldermen and induced some of them to sign an address to the people upholding the governor and censuring Zenger. At the following election every alderman who had signed that address was defeated.

Then the governor's council butted in and ordered the sheriff to burn copies of the Journal in the public square and that the aldermen attend the burning. The sheriff declined and the common hangman attended to the burning, while the aldermen refused to witness this odd ceremony.

The Governor's patience was now sorely tried. Again the grand jury was requested to report an indictment, and again it refused. Thereupon the Attorney General filed an information, charging Zenger with libel, specifying two articles published in the Journal. On this a warrant was issued and Zenger was arrested and put in jail, where he remained for over eight months. No visitors were admitted, nor was he allowed the use of pen and paper and, as a result, several issues of the Journal did not appear. Then habeas corpus proceedings were started and he was given pen and paper and allowed to speak to his wife and servants. Thereafter his wife visited him regularly, and thru a hole in the jail door received instructions for running his business.

Two of the leading lawyers of New York, Smith and Alexander, volunteered to defend Zenger. When they appeared the Court refused to listen to their arguments and ordered their names stricken from the roll of attorneys. Thereupon Zenger's friends engaged the services of Andrew Hamilton, a famous lawyer of Philadelphia. Altho then over eighty years of age, he accepted the retainer and that without fee.

When the trial began, Hamilton admitted the publication and offered to prove the truth of the charges contained therein. The Court refused to allow him to do so and tried to induce the jury to bring in a verdict simply finding Zenger guilty of publishing the articles. But Hamilton, in an eloquent and able address, boldly appealed to the jury to be the witnesses of the truth of the charges which the defendant has been denied the privilege of proving. The jury disregarded the direction of the Court and brought in a general verdict of not guilty, leaving nothing for the judges to do but to discharge the prisoner.

The trial was held in the city hall, which was crowded with citizens, who greeted the verdict with cheers and applause, and proceeded to celebrate the outcome of the trial with much noise and jollification. Zenger returned to his newspaper and continued the business with increasing success. The following year he was made public printer of the colony, and a year later was given the like position for New Jersey. After his death, in 1746, the business was managed by his wife, and later by his son, but the Journal discontinued publication about 1753. One of his daughters lived to the age of ninety-eight years, dying in 1836, a century after her father had played the leading role in one of the most stirring incidents of colonial days.

The judge who refused to permit Hamilton to prove the truth of the alleged libel, was right, because the law of that time did not allow the admission of such evidence. But here may be found the starting point of that evolution which has firmly established American freedom to speak and write the truth. Thus Zenger's case, which Governor Morris called "the morning star of that liberty which subsequently revolutionized America," has become the beacon light of the liberty of the press without which liberty popular government is an impossibility.

* * *

PUBLICATIONS IN GREATER NEW YORK MOVING THE HORACE GREELEY STATUE

(From editorial correspondence of H. C. Hotaling in the Mapleton, Minn., Enterprise.)

There are papers printed in over twenty languages besides our own in New York City, among them being Spanish, Yiddish, Syrian, Hebrew, Chinese, Japanese, Portuguese, Italian, Russian, German, Slovak, etc. There are over 900 papers in the city representing practically every topic and creed, business, sport and trade, with names peculiar and names significant. For instance, there is "Mother Earth," an anarchist publication which would rule "All Out Doors" except for the "Big Stick" and the "Fair Play" of the "Judge" and "Bench and Bar." There is the "Sun," the "Day," the "Open Door" and the "Open Window" besides "Playground" and "Playthings," the "Eagle," "Echo," "Mail," "Fire and Water," "Hints," "Age" and the "Casket," the "Banker," "Bottler," "Hatter," the "Wireless News," the "Coal Age," as well as the "Bible" and the "Printer."

With so many publishers it was but natural that the National Editorial Association should have selected New York City for its 31st annual meeting. It was a real home coming to the very seat of the publishing business and even Horace Greeley took on new life to welcome his journalistic brethren from the rural districts. At least his monument was moved the day of the editor's arrival, it having been discovered that the statue protruded beyond the property line of the Tribune building. He did not leave the offices however, without a protest, for as he said good-bye, he fell off the mover's truck crushing a hole thru the plate glass window of the office he had founded and even Ben Franklin's rusty statue nearby looked on in sadness while the tears of Heaven fell over the scene—it rained.

CO-OPERATION IN SECURING ADVERTISING

Members of "Illinois Select List of Newspapers" met at Hotel La Salle September 1st. Very practical, instructive and helpful addresses were made on "Foreign Advertising in Country Newspapers," by Courtland Smith of American Press, N. Y.; "Development of Advertising," by J. K. Groom, of Aurora, Ill.; and "Present Day Needs of Inland Publishers" by H. H. Bliss of Janesville, Wis. Officers were elected and other business transacted. Further account of addresses will be given later, but we print, here the address of Mr. Bliss as showing methods for actual coöoperation, just at present being considered by several associations of publishers:

I wish first of all to pay my respects to Mr. Thompson, the livest weekly publisher I have met with, and to say to you men that you ought to thank your lucky stars that some man has taken up the white man's burden for you all. You appreciate what Mr. Thompson is doing in a way some of you realize the difficulties he is encountering and are quick to assist. Other of you are treating the organization and its work in a haphazard manner, thus adding to the hardships which any man who attempts to bring about a new condition for the inland papers is beset with. Our experience in Wisconsin was and is similar. The fellows don't mean to be lax, but they are, some of them at least, and it adds to the burden of the Secretary, who must, if the association makes good, shoulder the principal part of the initial work. I hope for the good of the cause you will each one help to break the time honored reputation which the newspapers enjoy, and treat your association and its work with the business attention which it demands.

You know that the inland newspaper is the but of a national joke. The keen space buyer who knows that the newspaper is the medium of the masses and uses it accordingly, never pays the card rate, at least he breaks it whenever he can, which is about seventy-five per cent of the time, and the worst part of it is that the idea is universal among newspaper space buyers. This then indicates two things—the inland publisher places no value upon his space himself, and he knows nothing at all about what it is costing him to produce his space. In other words, he does not run his business as most other lines of commercial endeavor are conducted. He has been flim flammed by his local public into the belief that he is the oracle of the community and he has listened to the wind jammers, who tell him that his calling is the highest—he is the molder of public opinion, etc. Fine, and it's all the truth,—but it fails all of it, to bring any money to the cash drawer and leaves the publisher with an exalted opinions of his virtues and about a crust and a half to live on.

I am speaking, you understand, of general conditions as they have been and still are, to a great degree. There are notable exceptions to the rule the country over, thank heaven, and such organizations as the Illinois Select Newspaper Association, are now becoming working units and are the saving and rejuvenating factor in the business upbuilding of the inland newspapers. Kansas, Ohio, Wisconsin, Minnesota, Indiana, Mississippi, Washington, and Illinois have working business organizations. Michigan and Iowa either have completed theirs or are on the way.

As I see it, one of the greatest troubles with the inland publisher is his lack of plain business sense—his failure to grasp the situation or to analyze his own business weaknesses. He even fails to answer correspondence promptly and often answers not at all. Understanding these conditions, the state of Kansas is treating newspaper publishing as a matter of public welfare, and for the past five years has conducted a campaign of education in cost finding and editorial conduct, which is having a wonderful effect. The School of Journalism at Lawrence, under the able guidance of Merle Thorp, has shown Kansas Publishers the light. It has been able to get them out of the rut and beaten path and to dig for more efficiency and more business. The annual short course in newspaper making and newspaper business is attended by several hundred publishers and foreign advertising and more general business is flowing into the publishers of Kansas as a result.

For the past year a similar movement has taken place in Wisconsin and while the way is long and rather tiresome at times for some, yet on the whole it pays. The printers and publishers of the state in conjunction with the Extension Division of the University are introducing cost systems to those who are live and wide awake and are also making surveys of their fields.

To go back to the mental attitude of the inland publisher and the reasons why it must be changed before there is hope for greater business. This is the day of service and unless you meet the other fellow half way you lose out. The publisher has scarcely ever met the other fellow half way in service—he has been content to let jones, the clothier; Smith, the hardware man; etc., ride in automobiles and go south in the winter; he likes the round steaks and cheaper boiling pieces himself. Is there any reason on God's green earth why you and I should not partake of the good things of this life? Do we want to admit the Joneses and Smiths are a heap sight smarter than we are? Are we not entitled to as good a profit and as much business at least as every other line of commercialism? There is just one answer SERVICE. Add to that knowledge of your own affairs, costs, and you have the battle won. Service means work for you, means investigation work for advertisers—gathering data about your field of every sort which can be used by the advertiser—it means organization to provide the means for marketing your work. That is the reason for your association being—that is the reason for the Wisconsin Daily League and every other newspaper association, which is being conducted for business purposes. Your Secretary or representative can go with bulk or massed information to the advertiser and talk facts just like the Curtis Publishing Company—all the magazines, bill boards and every other medium of publicity on earth except, until this time, the inland newspapers. Then shortly your state organizations with those of Iowa, Indiana, Michigan, Minnesota, Wisconsin, etc. can join hands and go in a body so to speak, and present the middle west in bulk at one time, from one source, and show Campbell's Soups, Keyser Gloves, etc., the reasons why these particular lists of papers can bring more sales and prove it.

There are none of you but would accept a half page advertisement if I handed the order out to you today, but if I should ask you to make a call upon the grocers, we will say, of your town, and explain to them that you have received this half page advertisement for a certain brand of breakfast food, and request the dealer to make window display and counter display of the goods, and at the same time emphasize the sale of the stuff over the counter at the time this advertising appears, you would perhaps say, "Why I have not time to do that, I am furnishing the space and circulation, that should be sufficient." In times gone by that has been sufficient and as a result the advertising which should now be represented in newspaper columns, is found in the magazines, bill boards, street cars, in fact about every medium of pulicity known.

Again if your secretary should say to you, that he has a prospect for a series of advertisements and that he must give that person whom he had interested a detail of rates in your papers; a detail of circulation; a survey of the field each one of you occupy, the principal manufacturing interests in your city; pay roll of these factorines; nationality of your citizens; principal crops grown in your community; a list of the dealers in your city or town, and those qualified to coöperate with the newspaper when advertising appeared in your paper. If he said to you these things, what show would there be of his carrying that information to this prospective advertiser inside of six months time.

We are producing a commercial survey of each field and have twelve of them ready. The call for them and interest in them among large advertisers and agencies is very gratifying.

The working out of the points referred to have been themeans for this Wisconsin Daily League's creating new business and I am not over-stating the fact when I say that since the first of January of this year this association has handled something over $5,000 of advertising which is appearing in no other newspapers, so far as I know, in the country.

We have extended our lines of coöperation so that we are getting in touch more and more with people who have never heretofore seen the need and reason for bringing the Daily League to the notice of advertisers.

We have a special representative in Milwaukee who is digging out new state accounts, lines of manufactured articles which have never used any sort of publicity except the personal representation of salesmen. You have in your state here any number of state agencies and manufacturing plants who have good representation in the various cities of Illinois and you will find that you will be able to ferret out these concerns and secure a number of them for your columns.

There is no limit to the amount of business ready and laying at the door of your association and ours and every other organization conducted along lines calculated to get it. We have proven that in Wisconsin, but we must have the goods, and we must go to headquarters to display them. For your own association you can each act as a special emissary for new business. Our publishers in Wisconsin dig up lots of new advertising accounts by talking the League on every possible occasion. They write to almost every inquiry that comes to their offices. Practically, all of the business we are carrying as a League is new to newspapers or in fact to any kind of publicity. It's the easiest to secure and rate is a secondary consideration.

This League has stood guard over fool legislation aimed at the newspapers, has changed the agricultural society's appropriation for state fair advertising to the newspapers and has interested itself in many ways on behalf of the newspapers of the state.

You can see what your secretary has to cope with, because to make the association a perfect working unit, all business should be distributed thru his offices, all accounts should be kept by him, billing, credits, and in fact everything pertaining to the welfare of the association must be handled by him or under his direction, until such time as you can relieve him with a succial man who shall work entirely for your association. It is my hope that the time is not far idstant when the state organizations of the Middle West will pool their interests and clear thru some central point, employing such expert assistance as shall be required to develop new business for our newspapers. I can see no objection to the exchange of information regarding accounts between our associations.

The success of your organization will demand the same essentials as that which has marked the career of the Wisconsin Daily League. It has taken eight years to develop it into a power of permanent strength and the troubles in part which we encountered, every other organziation will encounter in part. However, we have blazed the way and the others may benefit by what we have learned.

I want to impress upon you more thoroly and to leave with you this point which is of absolute necessity and that is: you muts meet the advertiser half way. You won't have business thrown at you without your Secretary is able to say that each one of these papers pay. You anl all the rest of us have been too prone to let the fellow who is spending the money paddle his own canoe.

The production of surveys such as we have already referred to is essential and when we are able to go into any field and fight for business shoulder to shoulder with all the other medius of publicity; when we are also in such shape that we can give full information at one fell swoop, the newspaper business will be so profitable that we can eat Wisconsin cheese and ride in automobiles as well as take a Southern trip every now and then.

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W. H. GOULDING, DECEASED

William Hughson Golding, senior member of the Golding Manufacturing Co., of Franklin, Mass., and oneof the leading maunfacturers of printing machinery and appliances, passed away at his home in Franklin on the evening of Monday, August 21st, 1916, following several attacks of paralysis, the first one occurring the last week in April. His condition had been critical forseveral weeks, it being his first illness in 20 years. He had been hale and hearty and active at business upto his first attack of paralysis in April.

Mr. Golding was born in St. John, New Brunswick, May 24th, 1845. When he was three years of age the family moved to Boston and his early education was attained inthe famous Brimmer School. At the age of twelve the family residence was transferred to Chelsea and after three years additional schooling there, he became ambitious to earn his own living and accepted the profession of the "art preservative of all arts," beginnning his work in the office of the Chelsea Herald, later securing employment in a large printing house in Boston, where he became a practical printer, serving as foreman of the plant at the age of neinteen years.

Shortly after this time came the call to arms for the defense of the Union, and he enlisted in the 4th Unattached Infantry. The Company was afterwards changed to heavy artillery, and did service at Fort Clark, New Bedford Harbor, taking the place of the veteran troop that had been ordered to the front.

Returning to civil life, he entered the employment of the Boston Daily Courier. He remained in this position until he was twenty-three years of age, when having saved up a small amount of capital from his personal earnings he decided to enter upon a maunfacturing career on his own account.

The business began with the manufacture of printing material on a very limited scale, and Mr. Golding, recognizing a market for a small hand press, invented an improved press for the purpose, naming it the "Official," which press is still being sold in large numbers for card and society printing. From the original Official hand press the low-priced "Pearl" rotary job press was decigned, and after this the "Golding Jobber," which has been developed with added improvements and labor-saving attachments from time to time, and is now recognized as one of the most efficient job presses on the market.

Mr. Golding invented several other kinds of printing machines and printers' appliances, among which is an extensive line of card and paper cutters, lead and rule cutters, miterers, shapers, curvers, etc. Many of his inventions have been so radically different from those previously in existence that it has been no little effort to educate printers up to their use, but when once tried, their superiority is readily apparent. Many of these machines and tools have been used as models by foreign technical schools, and have been awarded gold medals at the expositions where exhibited.

The business was for many years in Fort Hill Square, Boston, and was removed from Boston to Franklin in the year 1906. It was Mr. Golding's policy to conduct his business on conservative lines, but it has enjoyed a continuous growth, and there has been a very notable expansion in the years since the removal to Franklin.

Mr. Golding practically centered all his energy and executive ability in building up the extensive manufacturing business of which he was the head, and in accomplishing this purpose found very little opportunity for work on outside lines.

While resident in Chelsea he was an active member of the Young Men's Christian Association in its early days. He became a member of the Masonic Order in 1871, but devoted no time to its secret service. In 1890 he was made a charter member of Post 199, G. A. R. then being formed in Revere, and he was an honorary member of the Franklin Typographical Society. He was a member of St. John's Episcopal Church, at Franklin, and served as senior warden for several years.

Mr. Golding was married July 1st, 1880, to Georgiana E. Putnam, daughter of Henry W. Evart of Chelsea, and Mrs. Golding died in 1903. Three children were born to them, Gilbert Evart, Georgiana Evart and William Hughson, Jr., all of whom are resident in Franklin.

Mr. Golding leaves a prosperous business, which will be carried on by the family under a co-partnership as before. Mr. W. H. Golding, Jr., succeeds his father as senior member of the company, and is especially fitted from training to direct the production problems of the factory and foundry. The other son, Gilbert E. Golding, having also had several years of mechanical training becomes assistant factory superintendent. William C. Buchanan continues as manager of the sales, advertising, accounting and service departments, and it is believed that these young men are especially fitted to successfully maintain the high standard of product and service of the business.

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CHICAGO WEEK IN CHICAGO

Among the many activities and business-fetching ideas which emanate from the Chicago Association of Commerce Chicago Market Week stands out prominently. This year the event covered the period August 7-12. All over the city were placards announcing that the window displays were made up of goods made or controlled in Chicago. It was a beautiful, interesting and instructive show of itself and the thousands of visitors, favored by fine weather, departed with the satisfying reflection that they had spent a profitable six days. While the city was especially alive with baseball, golf, and an infinite variety of amusements, it was evident that the visitors came on business: the National Commissary Managers Association and the various manufacturers' associations held meetings and conventions during the week and these were thrown open to visitors and were largely attended; eminant Chicago and visiting orators, thinkers and business-builders delivered addresses on the central topic, "Chicago the Great Central Market."

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WHITE MADE ACTING HEAD DEPARTMENT OF JOURNALISM UNIVERSITY OF WASHINGTON

Frank P. Goss, City Editor P. I., Takes Instructional Work of Frank G. Kane

University of Washintgon, Aug. 26.

Lee A. White, for two years a member of the department of journalism faculty, has been appointed acting head of the department, taking the position made vacant by the resignation of Frank G. Kane. Frank Goss, city editor of the Seattle Post-Intelligencer, has been engaged for one semester and will take over the instructional work of the former head.

White is a graduate of the University of Michigan. Before coming to the University of Washington he was one of the big men on the Detroit News. He will continue to give courses in editing, features, syndicates, short story, and the history and principles of journalism.

Goss was born in Blackrock, Ireland, and came to America in 1895 when 16 years old. He has been engaged in newspaper work eighteen years, and during that time has served as editor of the Morning Astorian, Astoria, Ore.; the Olympia Recorder, the Everett Record, telegraph editor of the Anaconda Standard, and political editor of the Tacoma Ledger. He owned and edited the Saturday Review, a political weekly newspaper, published in Seattle. He served in the Washington state legislature as Representative from the Forty-fith district of King county sessions of 1911 and 1913. In the session of 1913 he introduced and succeeeded in passing the bill abolishing the death penalty for murder in Washington, and served as chairman of the house committee on labor and labor statistics, and as a member of the committees on rule and order, judiciary, appropriations, revenue and taxation public morals, and state soldiers' and veterans' homes. He also introduced and passed a group of eight revenue bills, placing the control of all state examining boards under the state auditor and the state treasurer. He is an honorary member of Sigma Delta Chi, journalistic fraternity.

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J. BYRON CAIN, TREASURER

J. Byron Cain, the newly elected Treasurer of the National Editorial Association, is a native of Illinois, tho leaving that place when but two years old, coming with his parents to Sumner County, Kansas. At the age of five years his parents took him with them to Belle Plaine, of that same county, which has been his home ever since. He learned the trade at the age of thirteen in the office he now owns. During the first fourteen years the News, the paper he publishes, had at least fourteen different editors. However, J. Byron has owned the office since 1893, taking charge at the age of eighteen. Twenty-three years is a good while to remain in one place. J. Byron has been a constant attendant of the National Editorial Association since the Denver meeting in 1898. Prior to being elected Treasurer of the National Editorial Association he served four terms as treasurer of his own state association and is at present its recording secretary.

"Strolls In Historic America"

WITH the compliments of Mr. and Mrs. H. C. Hotaling of the Blue Earth County Enterprise, Mapleton, Minn., a highly valued pamphlet with the title "Strolls in Historic America" has reached our desk. The booklet contains a reprint from their excellent home newspaper of the editorial letters written by Mr. and Mrs. Hotaling during the journeyings of the members of the National Editorial Associatilon on the occasion of the recent convention in New York City. This bulletin of letters makes an exceedingly interesting and instructive story of travel.

Mr. and Mrs. H. C. Hotaling, Blue Earth County Enterprise, Mapleton, Minnesota

There is scarcely any branch of knowledge so useful to a citizen of a free self-governing republic as that of travel, and this knowledge is doubly valuable to the editors of newspapers. It is surprising how much can be learned in a month of travel in the company of a party of editors who are met by the representative and best informed residents of the cities and sections visited, bent on cordial hospitality and the showing and explaining in the shortest time possible, all that is well worth seeing or knowing and interesting, all valuable information that will be of interest to other readers of the papers represented while the interest and pleasure of the editors are kept in view.

There is gathered in these letters facts, incidents and observations of travel, with associated history and such descriptions of places and scenery, as would require, under any other conditions than those surrounding the journeying with the members of the National Editorial Association, months to gather. Publishing these in a book is a real service to the members of the editorial fraternity as the publishing of them in the Enterprise was a service to the readers of that paper, imparting both pleasure and entertaining, useful knowledge. The references to the people encountered adds human interest.

We are all deeply interested in and instructed by, living personalities—men and women worth while who are accomplishing rare things in life. If such persons have been formerly known, the interest is doubled. It is surprising how many old friends, former residents of that section of Minnesota covered by the home circulation of the Enterprise, now living in the East, were met and visited by the editor and his good wife, his earnest helpmate in the making of a home paper.

The letters were given a double home interest to local readers of the Enterprise, by telling of these wanderers from former Minnesota homes. The Enterprise evidently keeps in remarkably close, sympathetic, friendly relationship with all its local constituents, all the people at home, and never loses track of them, to whatever part of the country they may remove.

The letters covering, as they do cover so much of description, history and personal mention, will find interested readers wherever circulated. The letters begin with

Chicago, June 16, and end at Washington, D. C., July 6. The following caption given over the several letters, like usual chapter headings in a book show something of the vast variety of subject treated, when we consider that each letter treats of a score or more different places or matters pleasing, engaging and entertaining:

"Off for the East—All Sorts of People Encountered—Some of Those Met at Chicago"; Canucks on Guard—Canadian Boundry Line Bristling with Bayonets—Thousands of Soldiers in Camp"; "Wonderful Turbines—Might Falls of Niagara Furnish Power for Immense Factories—Historic Lore";Our Oldest Railway—Visit to a Section Where Anthracite Coal Was First Discovered in Pennsylvania"; "A Vast Melting Pot—New York City, the Home of Every Race and Creed, a Great Hotel"; "Meeting Old Friends"; "All Kinds of Cars, New York's Model Transportation System of Elevated, Subway and Surface Lines"; "Tied Up by the War—Among German Vessels Interned is the Vaterland, the Largest Boat Afloat"; "Old Time Clam Bake Tendered Editors Down on Jersey Shore—Shadow Lawn, Summer White House"; "With Ye Type Maker — American Type Founders Company Royal Host—Ellis Island" and so on with a dozen other letters until Philadelphia, Washington and Mount Vernon ore described with monuments and places or historic interest.

The editor of this paper was unable to make the visit to Boston this year, tho having attended four different conventions in that city in the past, so in order to complete the story of editorial travel and to give the condensed, interesting facts, showing how the Hotalings told of the places visited in a model manner worthy of imitation the following letters are reprinted from this fascinating booklet of travel, with thanks and full credit:

"Brimstone Corner"

Boston Furnishes Much of Interest Including Its Several Historic Churches

Boston, Mass., June 25, 1916.

The departure from New York was as anticipated in our last letter. The weather was beautiful, sky clear and the boat glided out on its peaceful voyage with a cargo of joyful human beings intent on seeing all there was to be seen and making everything seen furnish its item of pleasure to the trip. There seemed to be no possibility of sea sickness as the boat's course turned northward soon after leaving Long Island Sound and passed thru the comparatively new Cape Cod canal, cutting off what is quite generally known as a rough passage rounding the outside of Cape Cod. Nevertheless there were a few on board who began to turn a sickly white, then a mottled green and finally sought the seclusion of their state rooms. The greater number, however, were under the spell of the witching waves and were reluctant to retire even when darkness had enveloped the scene. And many arose again when the canal was reached to see this marvel of mans' handiwork.

At about seven Sunday morning Boston Harbor was reached and upon landing the party found themselves in in the hands of a committee of Bostonites, conspicuous among whom were Joe Mitchell Chapple and his brothers and Thos. Leavitt, all of the newspaper fraternity. Greetings over, street cars were taken to the Copley-Plaza hotel where breakfast was tendered by the Boston convention bureau. A genuine far famed Boston meal was served in which baked beans and brown bread figured conspicuously. The Copley-Plaza hotel, by the way, is a most imposing structure, built of limestone, brick and terra cotta, it is luxurious and commodious, seemingly-containing everything its guests could desire. The square or plaza which the hotel faces was named in honor of John Copley, a celebrated portrait painter of Colonial times, and used to be the center of Boston's literary and artistic life. Business interests, however, have crowded these educational institutions to other localities and now this square seems to be the tourist's starting point when doing Boston and vicinity. Also facing the plaza are the Public Library and Trinity church, the pulpit of the latter having been made famous by Phillips Brooks. His statue stands at the north entrance of the edifice. Looking diagonally across the square from Trinity church, the New Old South church can be seen. the building erected in 1875 for the home of the old South congregation when it was thought best to discontinue the use of the old historic South meeting house.

The editorial party did not tarry long at the square, but rather formed into squads under able guides and in a gentle rain began their tour thru the town. A short walk led them first to the Public Garden, a most beautiful park filled with luxuriant foliage, fragrant flowers and bubbling fountains. A monument which attracted the eye was the ether monument, erected to commemorate the fact that at Boston was this wonderful aid to surgery discovered. A statue of Washington erected in 1869 and said to be the largest of its kind was visited and also one of Edward Everett Hale.

Crossing the street from the gardens, Boston Common was entered, the historic play ground of more than 250 years, the scene of the tragedy of witchcraft, the practice ground of the famed minute men, the camping place of the despised British soldiers who were endeavoring to enforce their king's laws, and also the burial place of famed men. Altho in the heart of the city and of great value, a little over 48 acres are held almost sacred as it were to commemorate their historic associations. In 1640 this land was set aside by the order of the town as a training field and feeding place for cattle and has continued to be a parade and play ground up to the present time. One might linger here for some time to view the frog pond in which scolding wives received their punishments, the monument to Massachusetts Civil War veterans, Flagstaff hill where the British artillery was stationed during the siege of Boston, etc., but which now is the home of grey squirrels and doves.

Our party, however, passed on thru the commons and came to Park Street church which was built in 1810 and in which it is said the hymn, "My Country, 'Tis of Thee" was first sung. In the early day it was christened "Brimstone Corner" on account of the fervor of the minister and the congregation. To us it was of interest because of its present pastor, Rev. A. Z. Conrad, a Sterling boy and a son of the Elder Conrad so dear to all early settlers of this section and we could not resist the impulse to steal away from the party a little later in the day and listen to Rev. Conrad's message to his congregation.

A visit was paid to the Old Granary burying ground which was once a part of the commons and in which are buried eight of the early governors of Massachusetts, three of the signers of the Declaration of Independence, victims of the Boston massacre, Paul Revere, the first mayors of Boston, Peter Faneuil, the parents of Ben Franklin and other famous personages. The cemetery received its name from the town granary which in an early day stood nearby where the Park Street church now stands.

King's Chapel which was originally built in 1689 under order of the king for those who chose to follow the Church of England and rebuilt in 1753 , was passed and a moment's pause taken in the burying ground surrounding it. In these hallowed grounds the first grave was made in 1630. But among those which followed may be noted John Winthrop, the first governor of the colony and his two sons, Major Thomas Savage of King Phillip's War times, Mary Chilton, who came to America in the Mayflower and many others known in history.

A house was pointed out as being the home of Daniel Webster. The Old South meeting house was passed where the Boston men met to protest against their unjust treatment by the mother country and where they masked as Indians to attend the famous and historic Boston tea party. The first building was erected in 1670 and in it Benjamin Franklin was baptized. That structure was destroyed by fire and the present one built in 1730. The church is now a museum where a charge of 25 cents admission is made and is not open to visitors on Sunday but before our walk thru historic Boston was over the editors broke one of the city's time honored laws and entered the meeting house, sat in its seats, saw the window thru which Warren entered to deliver his famous oration on the Boston massacre, gazed up into the galleries where the old slaves were wont to sit while their masters were at worship and from which it is said the expression "nigger's heaven" originated and wondered how the British could have used such a building for a riding school. The pulpit and a few of the old pews are in their places and many relics are preserved there but we did not have time to see them. The law broken by the editors is one that has been in force since Boston's early days and is to the effect that no place which charges admission shall be open on Sundays.

Moving on, our walk took us down Newspaper Row, past the birthplace of Benjamin Franklin to Post Office square where we were shown a tablet near the Federal building which marks the spot where the great fire of 1872 which nearly destroyed Boston, was stopped. A monument to George T. Angel, the first editor of Our Dumb Animals, who did so much to prevent cruelty to man's friends of the dumb animal kingdom, was viewed. Then we went to stand on the spot of the Boston massacre, 1770, and which is near the Old State House. It is marked by a circle in the stone paving. The Old State House came in for its share of attention. This building was erected in 1748 but contains part of the walls of a previous building which dates back to 1712. It is on the site of the first Town House and an even earlier market place. In front of it used to stand the public stocks, pillory and whipping-post. In the buliding the Declaration of Independence was read in 1776 and many more historic events haunt its memory. The guides moved on thru the market district and when we again paused it was before Faneuil Hall, the "Cradle of Liberty." It too had a predecessor which was destroyed by fire but the present one, erected in 1763 is the one of Revolutionary fame. On the cupola, however, is a gilded grasshopper made from a sheet of copper in 1742 for the first building which Peter Faneuil gave to Boston for a town hall. For a long time Faneuil Hall was the largest hall in America and even now a Fourth of July celebration is held there each year. This year our friend and genial host, Joe Mitchell Chapple, will have the honor of delivering the patriotic address within its time honored walls.

But other points were to be visited and too much time could not be given to any one spot. Down the street the line of march led. The house where Paul Revere lived was pointed out but the narrow street thru which we passed swarming with human beings, both young and old, claimed much attention. Their faces bespoke their nationality and no one needed to be told they were in the Italian quarters. In the midst of these surroundings stands the Old North Church. On the outside is a tablet which gives it the name of "Christ Church" and states the hour of service and the name of the pastor, Rev. Dewart. It was quite interesting to know that he was connected with the west, his father having been born in Minnesota. This building is the most ancient church now standing in Boston dating back to 1723. A tablet on the church states "The signal lanterns of Paul Revere displayed in the steeple of this church, April 18, 1775, warned the country of the march of the British troops to Lexington and Concord." The services had begun but quietly, the members of our party filed in and were admitted to the high backed pews to join in the devotions. At the close of the sermon, time was given to take a closer look at the edifice and as the editorial party passed out the chimes in the belfry the first used in America, played that sweet old hymn, "Abide with Me." Another concession granted was the privilege to climb to the steeple of which the poet wrote:

"Hang a lantern aloft in the belfry arch
  Of the North Church tower as a signal light—
One if by land and two if by sea
  And I on the opposite shore will be."

This was the church Paul Revere attended and his name is on the door of Pew No. 54. The organ came from England in 1759 and the communion service was a present from George II in 1732. The pastor and his wife are doing a good work among the Italians in their parish.

Coming down from the belfry a few minutes' walk brought the party to Copp's Hill cemetery. This is where Cotton Mather is buried we were told by the little Italian boys who would walk along beside the tourists and recite a string of information they had learned about early Boston in hopes to persuade the guileless American to give them a dime. If the hint was not taken the little fellow did not hesitate to ask, first for a dime, not receiving that then the request was for a nickel and last a penny. Many interesting things could be told of this burying ground but this letter is too long and we were in reality hurried back to the Old South church, on the way stopping in front of the house where Samuel F. Smith once lived, to sing one stanza of his song, "America." Our morning had passed all too quickly and to reach our starting point in time to start again we were piloted to the subway and by the way Boston claims to have been first in possession of such means of transportation, and quickly returned to the Copley hotel. A Boston gentleman who had been very kind to our party made the statement that the morning's walk had been longer than the march of Boston's preparedness parade.

There was no time for a noon meal, altho some tried to snatch a bite before entering the touring cars provided by Mayor Curley to take the guests thru the parks of the city. Words can not portray the pleasures of the afternoon. It rained, yes, it poured down; the roof of the car in which the Enterprise family rode, leaked not a little but in streams, first here, then there and everywhere, but it mattered not. We were in Boston, staid old Boston. We were riding thru parks where no autos were allowed and the police, if there were any, were either blind and deaf or hiding behind the trees. We laughed, we sang, we dodged the streams of water or let them trickle down our backs as the case might be and thanked our lucky stars we were where we were, just as few, no more, no less, for we had given our hearts to Boston (if not to the one most near). The chauffeur knowing where the morning's trip had taken us kindly planned to show us other points of interest, such as Harvard University, Fenway court, Harvard and Longfellow bridges, the zoological gardens, beautiful homes and picturesque walks. Boston most certainly has a magnificent parks system. Darkness settled down upon us rather early and when we could no longer see the landscape return was made to the hotel.

Only just time to become presentable was given when the doors of the grill rooms were thrown open and we found ourselves at a dinner party the guests of the American Type Founders Co.

After doing even more than ample justice to the banquet the editors still lingered and toast after toast was called for, Joe Mitchell Chapple acting as toast master.

"On to Lexington"

Editors Taken Back to Revolutionary Days Made Famous by Paul Revere

Boston, June 26th, 1916.

Monday morning found the editorial party ready and anxious for the day's pleasures to begin. But the Enterprise family stole away long enough to breakfast with Rev. Conrad and his wife and take a peep at their comfortable apartments in the Brunswick hotel only just across the street. As soon as breakfast was over touring cars were placed at the disposal of the guests by the courtesy of the Lanston Monotype Company and a visit paid to the Chapple Publishing Company plant, the home of the National Magazine. This institution is located near the site of the old apple orchard where Longfellow and Holmes used to spend many hours. It is also near the site of the first public school that was supported by public tax not far from the location of the old townhall of Dorchester. The plant is a most complete one and combines comfort and beauty with its work. Each of the editorial party was presented with a copy of the magazine and also one of Joe Mitchell Chapple's books, "Heart Chords" or "The Minor Chord." Faneuil Hall was then visited for a short business session of the association after which began the ride to Lexington over territory all fraught with historic events. As we were passing along the conductor of our car kindly pointed out the points of interest but it is doubtful if we could remember more than a fraction of them.

Harvard Stadium, which has a seating capacity of 40,000, was one of the first views after crossing the Charles river, then the Harvard boat house. Longfellow's house, where he lived until his death, was passed and we were told it was built by a Tory in 1759 and was occupied by Washington during the siege of Boston. The Washington Elm under whose branches Washington took command of the American army and for which more than three hundred years of life are claimed, was seen. We passed the site of the Black Horse tavern and then were taken along the exact route of Paul Revere and which was also the same that General Gage's army took just afterwards not knowing the countryside had been warned of their coming.

The old belfry, or rather an exact reproduction of the one built in 1762, was passed. It was from the old belfry the summons came for the people to go to worship on Sundays and each night at nine told them to rake up the fires and go to bed but at last we reached Lexington where we were allowed to make a little visit. A marble tablet on the Common marks the site of Lexington's Old Meeting house. Three times was the church burned and twice rebuilt. On the monument are the names of its earliest pastors: Benjamin Estabrook, 1692-1697; John Hancock, 1698-1752; Jonas Clark, 1755-1805; Avery Wiliams, 1807-1815; Charles Briggs, 1819-1835. The stocks were supposed to be near the meeting house. It was on these commons that the minute men, about 70 in number, made their stand to check the advance of 600 trained British soldiers in their march to Concord and a huge boulder marks the line of battle. On it are carved the words, "Stand your ground. Don't fire unless fired upon. But if they mean to have war, let them begin here." At about where one end of the line would have been is a monument erected in 1799 in memory of the men who were killed there. The inscription is one written by the pastor of the Old Meeting house at that time. The bodies of the dead heroes repose in front of the foundation of the monument. The spot was also the site of the first schoolhouse built in 1715. Across from the commons stands the Jonathan Harrington house.

Leaving the commons we were taken to the Hancock-Clarke house. A tablet on the outside states "Built 1698. Enlarged 1734, residence of Reverend John Hancock, 55 years, and his successor, Rev. Jonas Clarke, 50 years. Here Samuel Adams and John Hancock were sleeping when aroused by Paul Revere, April 19, 1775." The building is now the property of the Lexington Historical society and contains so many articles of historic interest our party spent considerable time therein. In the sitting room, almost the first thing which caught the eye was a painted linen banner which was the top of an arch of welcome to Lafayette on his visit to Lexington September 2, 1825. Then there was a lantern used in the house, a chair made by Jonathan Harrington in 1800, two pewter lamps for burning whale oil, several ancient portraits of different members of the Hancock and Adams families, specimens of wall paper which were originally on the room, old pieces of furniture, such as a desk of the Rev. Jonas Clarke, an old rocking chair, etc. In the kitchen there was an old rocking churn, a gingerbread stamp, keg used as a milk bottle in 1820, a coffee mill used by Jonathan Harrington, a sausage filler, candle moulds, Dutch oven, large brass kettle, bread trough, steelyards, foot stone, wool cards, pudding dish, custard cup, skillet made of bell metal, pewter plates, warming pan, andirons and many, many other things of early days. One room is called the Dorothy Quincy room as it was here Miss Quincy was sleeping when the household was awakened by Revere. She was the fiance of John Hancock and became his bride a few months later. Her room held many attractions, especially for the women of the party, such as the high posted bed with curtains, a trundle bed, belt, cuffs, and bag embroidered in 1835, aprons of a year later, wedding pelisse of 1810, piece of Mrs. John Parker's wedding dress, calico made during the Revolution, homespun linen,old military coat, suit of a three-year-old boy of 1801. And thus we might go on and on and not name them all. A disappointment had to be faced at this point. One of the cars had refused to go any further. The thirty or more people it carried were distributed around in the other cars but that made them crowded and so it was deemed best to give up the ride to Concord and the party returned to Boston, and to the Copley-Plaza hotel. The jolly fraternal feeling of the day before had been prominent from the beginning of the ride and continued in such measure that none would have known there were any changes in plans or anything left out of the itinerary. Many were the demonstrations made and songs sung which gave expression to the appreciation of the courtesies received at the hands of the people of Boston. In the enthusiasm of the day Mrs. Lederer, of Chicago, and Mrs. Hotaling composed the following two songs which so pleased the fancy of the party that they were sung by them later at the banquet:

Old Boston town!
Old Boston town!
We've always heard of your renown,
From north to south,
From east to west;
And now you've made us love you best.
Chorus:—
Old Boston town!
Old Boston town!
Of all this world you are renown.
Your history old,
We have been told;
Has made a nation free and bold;
And in your midst
There now exists
The dearest spots in memory's lists.
Chorus:—
Oh, Boston town! etc.

It's a long way to Boston City,
It's a long way to go;
It's a long way to Boston City,
The dearest place I know.
Good-by, New York City,
Farewell, Old Broadway;
It's a long, long way to Boston City,
But my heart's right there.

For the first they adopted the tune of Maryland as best fitting the words and of course the latter was simply a Boston version of that favorite "Tipperary."

After reaching the hotel not much time was lost preparing for the dinner which had been provided, compliments of the Lanston Monotype Machine Company. Neither was much time lost in making it a thing of the past. There again did we hear words of welcome from our new found friends. Again we were urged to "come again" and assured that the latch string always hangs out to us and if we could not come before, a general invitation was extended the editorial convention for 1920 when Boston intends to celebrate the 300th anniversay of the landing of the Pilgrim Fathers. Various responses were made by the oratorically inclined editors who naturally fell into about the same patriotic strain of the toast of the previous evning. But it neared 6 o'clock p. m., in time for departure of the boat and the feast had to close and good-byes be said.

* * *

DROPPED IN AS A FILLER

Lots of publishers let people get their papers for months, thinking the fellows want it kept or sent on trial, —& are rewarded for their expenditures of postage stamps and printer's-bills by nothing more than aching silence on the part of the "subscriber." No person getting MORE MONEY has ever acted that way, of course. But other publications suffer—& fear to voice their griefs.. (So, to help other editors awaken the consciences of some of their delinquent subscribers,—and not for the world to ask any MORE MONEY reader to pay up, or order the publication stopt!—this little secret is dropt into this place this month as a "filler.") No, sir; not on Yr life does More Money imagine that ANYBODY—not even a Delinquent subscriber—is BAD. It knows he is only CARELESS,—only THOTLESS. But it does know, also, that a devil of a good way to cause some good fellow to become thotful & considerate,—instead of careless & thotless, is to call him a cuss-name, even tho the calling be done in downright fun. —More Money.

DEATH OF VETERAN EDITOR OF ILLINOIS

H. N. Wheeler of the Quincy Journal Passes Away

At 8:30 Sunday morning, September third, the Jacksonville, Ill., where he had been under treatment at a sanitarium, died H. N. Wheeler, founder and editor of the Quincy Journal. In his death the City of Quincy and State of Illinois lose a true newspaper man, whose life had been one of loyal, useful service.

We had known Mr. Wheeler for more than a quarter of a century by meeting him at the conventions of the Illinois Press and the National Editorial Associations, and had come to admire him for his sterling qualities as a man and editor and to prize him as a friend. Our acquaintance was more easily and quickly formed because we had known his near relatives, his sister and brother-in-law, Mrs. and Mr. Davidson of Austin, Minnesota, as most estimable members of the Minnesota Editorial Association, congenial friends,—so that when we came home to our native state and to Chicago, in 1890, to publish a paper for editors, there was found a natural, open way to quick intimacy and esteem.

What we had learned of Mr. Wheeler as a newspaper man, that caused sincere respect, has been fully set forth, —much more fully and intimately than would be possible to tell in anything we could write,—in the following tribute, by one who knew him long and intimately, published in the Quincy Journal of September 5th:

Mr. Wheeler's death was caused by a general breakdown, both physical and mental, and the end came after a long and busy life. Since last February Mr. Wheeler had been in failing health, and his decline was gradual up to the middle of August when changes both alarming and grave began rapidly to develop.

The end came quietly and he is at rest.

Mr. Wheeler was born on a farm near St. Charles, Ill., March 30, 1844, and was one of the oldest newspaper publishers, if not the oldest in the state. As a boy he attended country school and received his education in the rural educational institutions of that day. His father had planned to educate him for the ministry but the Civil war came on and Mr. Wheeler enlisted in the Union army and served in the Fifty-second Illinois volunteers thruout the war.

After the close of the war he returned to St. Charles and began his career as a newspaper man in 1870 as the St. Charles correspondent for the Elgin Advocate and for the Chicago Tribune under Joseph Medill.

Shortly afterwards he and Frank McMaster and Frank Archer, also of St. Charles, bought a small country weekly, The St. Charles Transcript, the name of which was later changed to The Northern Granger and still later to The St. Charles Leader.

In 1878 Mr. Wheeler moved the Leader to Elgin, Ill., which he later sold and which is now the Elgin Review. In 1880 he took editorial charge of the Pekin Times.

From Pekin he moved to Quincy in 1881 where he and Frank McMaster bought the Herald, which Mr. Wheeler edited and published for two years. In 1883 he sold the Herald and on September 11, of the same year brought out the first issue of The Quincy Journal, which he owned and published up to the time of his death.

It was during the struggles of his early years that he met and made friends of such men as Joseph Medill, Melville E. Stone, Eugene Field and others who contributed much to the ideals toward which he strove. He belonged to the old school of journalism in which the personality of the editor showed in the editorial page. He was a man of strong likes and dislikes and was an advanced thinker a hard fighter for the right as he saw it, and a clear and forceful writer, who used his newspaper as a vehicle in which to carry his ideas and impressions to the public.

Mr. Wheeler was a life-long Democrat. He began his political career in 1872 when he supported Horace Greeley against Grant. He was ever loyal to the principles of democracy and unswerving in his allegiance to the party. He had never held public office but in 1906 made the race for Congress in this, the Fifteenth district, as his friends and supporters were insistent on his entering the campaign. In 1912 he went to Baltimore as a delegate to the national convention. He was active in Illinois state politics for many years and his advice and counsel were sought by the leaders of the party on all important occasions. Thru the Journal, his mouthpiece, he voiced his opinions and uttered his convictions in no uncertain words and he stood firmly for his party's interest.

Mr. Wheeler's chief outdoor pleasure was in working among trees. He loved the Big Out Doors and he loved the trees. He had planted hundreds of them on his home place at the northwest corner of Thirtieth and Broadway and among them he had spent many hours of arduous and pleasant work. He loved the parks and he had written many columns about them. He was a pioneer in the work in Quincy that has resulted in our present magnificent system of public parks—one of their first and most loyal friends.

Mr. Wheeler is survived by his wife and four children, two sons, both newspaper men, and two daughters. They are: J. Dean Wheeler of the Sioux City Journal, Sioux City, Ia., John R. Wheeler, who has been in St. Paul, Minn., but who, since his father's illness, has been in charge of the Journal; Miss Gladys Wheeler, at home; and Miss Bernice Wheeler, who is a student at Illinois college, in Jacksonville.

He also leaves one sister, Mrs. Mary Davidson, of Austin, Minn.; and two brothers, J. B. T. Wheeler, of St. Charles, Ill., and J. Niles Wheeler, of Geneva, Ill.

For more than a year the shadow of death was upon him. He knew it well. We who worked with him would not see it, tho often he pointed out the "pale horse" that stood beside his door and told us plainly the time was close at hand when he must mount and ride away. Cheerily he said it, with that queer little smile that we shall never forget who were of his newspaper family, and the wonderfully bright old eyes looked into the future with a certainty that was beyond our comprehension, and with never a trace of the fear that was in our own hearts. He knew how it was coming and told us that, and he dreaded and feared only that it would not come soon enough to prevent the misery of existence of body after the mind had fled. A year ago, with a prophetic view of the land beyond the sunset, he said in his newspaper:

> Death is about the best thing that can come to most of us. There is no doubt about it. When a man's time is up he ought to go, and that's when death ought to come along and pass him over into the land of leal. There is nothing more sad than too long life. I never meet an old soldier that fears death. All that I talk to are ready for it. And why shouldn't they be? Death to an old person should be looked forward to with sincere pleasure; and I believe that most old persons do look forward to it thus. * * *

It was so natural for him to bestow upon others that he took no heed for himself, nor thought that he was making any sacrifice of labor or money, when in fact he might have well died a millionaire had he given to himself that which he so freely gave to others. Friendship? Ah, who can measure the limits of his friendship when once it was bestowed. No worthy man ever sounded its depths to the bottom. With the Shadow upon him, last September, he wrote in The Journal:

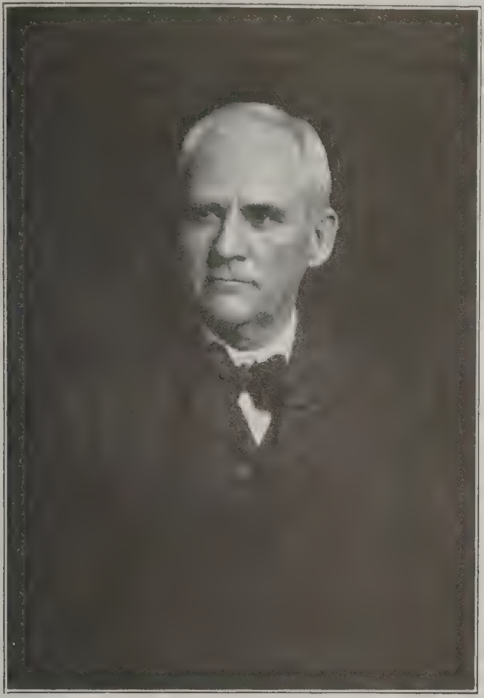
> What should we do without our friends? What would life be worth without them? Money is dross, just junk, compared with friendship. Our friends are all that we have to live for—those that are related to us, and all the others.
>
> "There are pioneer souls that blaze their paths
> Where the highways never ran."

In achievement his name will live for many years, perhaps as long as Quincy shall be a city and one stone of its building shall remain upon another. Those who come after us, to write the history of this beautiful city must say in their works: "H. N. Wheeler did valient service in establishing the park system"; "H. N. Wheeler fought effectively for better streets and better country roads"; "H. N. Wheeler was a leader in the erection of the splendid Y. M. C. A. building, in the erection of the Chamber of Commerce, in the erection of the Masonic Temple, in the erection of every public building that now adorns Quincy"; "H. N. Wheeler was first and foremost in the struggle for better transportation facilities"; "H. N. Wheeler was very largely instrumental in establishing the great industrial center of Walton Heights and in bringing to the city the factories that make that center"; he wrote powerful articles for his newspaper during the day, and at night went upon the public platform and spoke in his convincing manner for the establishment of these things, and between times did Herculean labor individually with the men whom he knew should become personally and financially interested in these and a thousand other projects for the city's welfare and the betterment of all its people. No history of Quincy can ever be written without the frequent mention of his name.

What though I live with the winners,
Or perish with those who fall;
Only the cowards are sinners,
Fighting the fight is all."

For he was a fighter, this man of kindly heart withal. He loved battle. In the time of civil strife—of which he seldom talked, and never told of his own deeds—he was in the midst of bloody carnage and revelry of fearsome death at Fort Donelson, at Shiloh; he was a unit in the iron ring that, contracting, crushed the Confederacy out of Vicksburg; he marched with Sherman's army from Atlanta to the sea and often said, with his indomitable general, truly, "War is hell." He knew it by experience. He knew it so well that he braved every danger and went to every limit to do all one could do to prevent war. In a way, he gave his life for the cause of peace because his trip with the Ford peace party was his own undoing. He believed there was a possibility that ill-starred expedition might accomplish something, when it started out, and its fruitless conclusion was a bitter disappointment to him. At Altoona Pass, when the bravest, sturdiest little detachment of Boys in Blue were holding out against several times their number of equally brave and desperate Boys in Gray, Hiram N. Wheeler worked one of the first repeating rifles ever made, and saw with his own eyes, just as all hope seemed about to forsake General Corse's little command, of which he was a part, the glorious signal of Sherman's troops approaching for reinforcement, "Hold the fort for I am coming," waved from a distant mountain peak. The incident that formed the basis for the grand old hymn was an incident in his own life.

Born and raised a Baptist, his religious creed was as broad as the mercy of God. He loved mankind and truly believed, as he often said, "the best study of mankind is man." Every religion that has for its foundation the potential divinity of God was respected by him and all creeds were favored with his support and with his personal beneficence.



H. N. Wheeler, Deceased

"I do not fear to tread the path that some I love have long since trod;
I do not fear to pass the gates and stand before the living God.
In this world's fight I've done my part; if God be God He knows it well;
He will not scorn nor scourge me now, nor doom my soul to depths of hell
Because I have not prayed aloud and shouted in the market place.
'Tis what we do, not, what we say, that makes us worthy of his grace."

Funeral services were held at 3:30 Wednesday afternoon, at the family home, Thirtieth and Broadway. Burial private, Quincy, Ill.

* * *

"ALL PUBLISHERS WILL READ IT"

Denver, Colo., August 11, 1916.

Mr. B. B. Herbert Prop., The National Printer-Journalist,
4614-20 Ravenswood Ave., Chicago, Ill.

My dear Mr. Herbert:—Enclosed please find my check for $4.50 for which credit my subscription up to April, 1918—two years—and send me 50c worth of the July issue of the National Printer-Journalist with the report of the meeting of the National Editorial Association.

Wishing the National Printer-Journalist all the success that it is possible to secure and looking forward to the day when all publishers will read it, I am

Yours sincerely,
G. E. HOSMER.

* * *

LANDMARKS OF HUMANITY

Wise men blaze the way and set the landmarks of humanity; they measure its course along the past, and point out the path of the future. They do not create—God alone creates—but they look forth and discern stars, where feebler vision recognizes only the indistinct brightness of the Milky Way.—Joseph Mazzini.

* * *

TRUE SERVICE

Small service is true service while it lasts;
Of friends, however humble, scorn not one;
The daisy by the shadow that it casts
Protects the ling'ring dewdrops from the sun.
—William Wordsworth.

* * *

Intertype Sales Heads

Mr. Charles D. Palmer, President of the Intertype Corporation, announces that he has now completed his plans embracing the Intertype Sales Organization and that during September Mr. H. W. Cozzens will be advanced from the position of assistant to the President to that of General Sales Manager.

Mr. F. R. Atwood, now manager of the New York Sales Agency, will become manager of the Chicago Sales Agency, in the place of C. D. Montgomery, who will become manager of the New Orleans Agency. Mr. Frank L. Pollard until recently assistant manager of the American Type Founders' New York office, will become manager of the New York Sales Agency.

Mr. W. B. Goode will remain as manager of the San Francisco Agency.

Mr. Atwood is not new to the middle west. He was born in Minnesota and for several years was connected with the Inland Type Foundry and with Barnhardt Bros. & Spindler. A few years ago he resigned the position of manager of Barnhardt's New York branch to join the Intertype organization. He therefore will re-enter a field in which he has a wide acquaintance.

Mr. Montgomery goes to the New Orleans Agency with a thoro knowledge of that field, having been for several years connected with the New Orleans Agency of the Mergenthaler Linotype Company. After resigning from that position he organized and established the Intertype Chicago Agency and his success in that territory and the energy and ability displayed there made him the logical man for the pioneer and constructive work still to be done in the South and the great Southwest with their rapidly developing business possibilities. His selection is a recognition of the valuable services already rendered in the Intertype cause.

Mr. Pollard has been a printer with a practical knowledge of composing machines and is known as one of the most successful printers' supply salesmen here in the East. He was for a while manager of Barnhardt Bros. & Spindler's New York branch and when that was closed became assistant manager of the American Type Founders' New York office. He brings to his new task, therefore, experience in office management and a thoro knowledge of trade conditions in the eastern territory.

Doing Things in Wisconsin

WISCONSIN editors and printers are winning reputation for accomplishment in their organizations. Their methods may well be taken as models for "doing things" by other organizations. After attending the joint convention at Madison, last February, we gave, at considerable length, the practical addresses and discussions of the Wisconsin editors and printers. We hope our subscribers read our report and were profited thereby. There has now reached our desk a "Proof Sheet of Live Matter" from President H. L. Hoard, Ft. Atkinson, Wisconsin, that furnishes evidence, in its contents, that the efforts for legislation, betterment and justice, have not been permitted to cease with the adjournment of the convention. The interests involved are so general and the plans and arguments, presented, are so practical that for the benefit of our readers, we give a goodly share of the contents of this "Proof Sheet' that are self-explanatory and that may, with very slight changes, be adopted for forwarding the needed reforms and legislation by officers of other associations anywhere in the United States:—

Proof Sheet of Live Matter—Please Rush Reading

[Issued by H. L. Hoard, President Wisconsin Press Association, Fort Atkinson, Wis., August 1, 1916, for criticism or endorsement. Please give one or the other.]

New Light on Resolutions Passed at the Annual Meeting of the Wisconsin Press Association at Madison, June 2nd, 1916

Ft. Atkinson, Wis., July 20, 1916.

Dear Brother Publisher:

Please read the following resolutions and letters regarding same. Whether or no you are a member of our association will not affect your convictions. Our work was intended to better the condition of the State Press, irrespective of membership in the association.

We Need Your Opinion

We would esteem very highly a letter from you setting forth your views on these matters. We will preserve all such letters and from them try to lay out a wise course of action for the future.

We Need Your Membership

In the meantime do not forget that in case you are not a member of our association, or in case you were once a member, but fell behind in dues, that all it takes now, under our new constitution and by-laws, is $2 to let you into the association in the first case, or to re-instate you as a fully paid up and "paid ahead" Active member in the second case.

We Need Your Remittance

The officers would be very glad to get your remittance and to welcome you into our organization. We have some big plans to work out and money is needed to handle them properly. Our new constitution is very liberal as to membership. Anyone interested in the publishing business can become a member by poying $2 and his Active membership expires with the fee. There is no "come back." If dues are not kept up he merely recedes into non-paying "Passive" membership where he remains until he again chooses to become an Active member—and pays $2. Thus, no member can become indebted to the association for dues and all old accounts were wiped out and off the books. The new constitution and by-laws are attached hereto.

H. L. HOARD, President.

On Railroads—Fight for Reciprocal R. R. Trade Begun

Whereas, we consider that the so-called Hepburn Act, forbidding newspapers making advertising contracts with railroad companies, payable in transportation, is a discrimination against an honorable industry and is an unjust law and one that prevents the securing of a large amount of railroad advertising by the newspapers of the country because a form of agreement which binds both parties to reciprocal trade is by this act made unlawful, therefore be it

Resolved, that the Wisconsin Press Association, in convention assembled, do hereby petition the Congress of the United States to so amend the Hepburn law that a reciprocal trade agreement may be entered into by owners of newspapers with railroad corporations.

Herbert L. Hoard, Ft. Atkinson, Wis., President Wisconsin Press Association

How Other Business is Favored by Law

The following provision occurs in the Hepburn law:

"And provided further, That nothing in this act shall be construed to prevent telephone, telegraph, and cable companies from entering into contracts with common carriers for the exchange of services."

If reciprocity is good for telephone, telegraph and cable companies under a contract that binds each to trade with the other, then it is good for regular publications that enter the mail as second class matter, and have legitimate advertising to sell at a legitimate price to legitimate customers. The Hepburn law, if thus construed, puts an embargo on an honorable industry. I believe that the objection of the Inter-State Commerce Commission rests on shifting sand. The Commission is not a helpless investigator. It is an all-powerful searcher into contracts of this class and could easily uncover fraud.

The cutting off of the right to reciprocal trade contracts between railroads and publications by the Inter-State Commerce Commission was a piece of rank injustice to an honorable industry, and if the somewhat hazy phrase "not greater or less or different compensation" in the Hepburn law was used as a basis for their act, then a second provision is needed to amend the Hepburn Law as provided by the Adair bill. H. L. H.

Proposed Amendment to Hepburn Law

Mr. Adair's Bill, H. R. 3577, asks a simple exchange of transportation for advertising and does not ask for an exchange of both passenger and freight transportation, and also does not ask that railroads be forced to publish schedules in one paper in every county on their lines as does the Adamson Bill H. R. 200. The Adair Bill was introduced Dec. 10, 1915, the Adamson Bill, Dec. 6, 1915. Both were referred to the Committee on Interstate and Foreign Commerce. The Adair Bill would add but one paragraph to the Hepburn law as follows:

And provided further, That this Aact shall not be construed to prevent newspapers, magazines, and other publications admitted to the mails as second-class matter from entering into legitimate and bona fide advertising contracts with common carriers at their usual customary advertising rates and receiving payment for such advertising from such common carriers in transportation over the lines thereof, such transportation to be issued to such publications at their regular published rates announced to the public by such common carriers as the rates for transportation.

Reciprocity Must Be Agreed to, to Insure "New Business"

This letter was in answer to one from Mr. Courtland Smith asking my opinion on the proposition of exchanging railway transportation for advertising.

Ft. Atkinson, Wis., July 14, 1916.

Mr. Courtland Smith,
222 West 39th St., New York City.

My Dear Mr. Smith:

We used to get several hundred dollars' worth of mileage each year and pay for it in advertising space. The C. & N. W. Railroad Co. knew we patronized them because their tickets were not good on any other road. We knew they patronized us because we "saw it in the paper." After the Inter-State Commerce Commission got "sore" at house organs and shut us all out, the railroads stopped buying our space, but we continued to buy their transportation, and in ten years we have rolled up a debit balance of $5,000 or more that should not be there.

Railroads Get Our Money But We Don't Get Theirs

Their excuse is that reciprocal trade contracts are prohibited they have no protection against our taking their money and riding on other roads with it, which is true. We were knocked out by the wicked house organs, solely. Now that we have that inquisitorial law—the income tax—that can be used to delve into every "swap" contract, the public can easily be protected.

Furthermore, as house organs are not accepted as second class mail and only second class mail publications are included in our appeal, we are safe from house organ influence.

I hope you will see the matter as I do and come with us. This is going to be a winner. Yours truly,

H. L. HOARD.

Assistance from Hon. M. E. Burke

House of Representatives,
Washington, D. C., June 30, 1916.

My Dear Mr. Hoard:

Your favor of recent date explaining your attempt to arrange a plan by which newspaper proprietors can do business with Railroads, and reciting your experience in trying to get some information out of the U. S. Attorney General, came duly to hand and contents noted.

A General Movement for Justice

I have read your said favor with much interest and find that you are trying to do just what a number of other Editors who are constituents of mine have written me about. A number have written me regarding this question and requested me to support the bill which has been introduced in Congress expressly permitting an exchange of editorial or newspaper space for railroad tickets and as compensation therefor.

The Inter-State Commission's Answer

Mr. Burke kindly sent me the Commission's answer as follows:

Interstate Commerce Commission,
Washington, July 20, 1916.

Honorable M. E. Burke,
House of Representatives,
Washington, D. C.

Dear Sir:

Referring to your letter of July 17th, in which you ask whether the Commission construes the act to regulate commerce as prohibiting the exchange of interstate transportation by common carriers for advertising furnished by a publisher for the carrier, you are advised that the Commission has considered this question in conference rulings Nos. 207 and 315, quoted below.

Nothing but money can be lawfully received or accepted in payment for transportation subject to the act, whether of passengers or property, or for any service in connection therewith, it being the opinion of the Commission that the prohibition against charging or collecting a greater or less or different compensation than the established rates or fares in effect at the time, precludes the acceptance of services, property, or other payment in lieu of the amount of money specified in the published schedules.

A state statute permits the exchange of intrastate mileage books for advertising. Upon inquiry: Held, That such books may be not be used upon any part of an interstate journey. Respectfully,

G. B. Mc GINTY, Secretary.

Cannot See Reason for Objection

In cannot for the life of me see any reasonable objection to the passage of such a law or doing of such business without a law. Like yourself, I am unable to find any provision in the so-called Hepburn Law or Interstate Commerce Law, which expressly prevents the exchanging of newspaper space and labor for railroad tickets. Of course, it prohibits the issuing of passes by railroads to the proprietors of newspapers.

I am today writing the Interstate Commerce Commission requesting that they point out to me the provision of the Interstate Commerce Law which prohibits the exchanging of editorial space and labor for railroad tickets, or if there is any decision by the Interstate Commerce Commission upon that point to refer me to the same.

Enclosed you will find a copy of one of the bills which have been introduced to accomplish the purpose which you and your brother editors are seeking. So far as I am advised there have not as yet been any hearings before any committee on this bill, altho I am assured that hearings will soon be held. Should I find the information that you are looking for I shall forward the same to you.

Yours very truly,

M. E. BURKE.

Opinion of Wright A. Patterson

Western Newspaper Union,
Chicago, June 1, 1916.

Dear Mr. Hoard:

I am just in receipt of your note of the 15th, enclosing copy of a letter from Mr. James McReynolds, the Attorney General of the United States.

Interstate Commerce Commission Blocked Reciprocity

There is no clause in the Hepburn bill, which would, on the face of it, prevent the newspapers from exchanging advertising space for transportation, but the Hepburn bill does give to the Interstate Commerce Commerce, an opportunity to make rules and regulations, and it is the ruling of the Interstate Commerce Commission that prevents the railroads from giving the newspapers transportation in exchange for space.

Honest Industry Forced to Use a Subterfuge to Get Rights

I doubt very much that, regardless of what the Attor-General might say, it would be possible to get any railroad to give newspapers a contract by which they would pay for advertising space in the form of transportation. I believe, however, that at this time some railroads do make contracts with newspapers to pay them a stipulated price for advertising in a stipulated amount when the newspaper can show by receipts that they have previously paid the railroad like the same amount for transportation.

This is not general practice and I could not tell you to what extent it is indulged in. In both cases, however, party paid actual money and the ruling of the Interstate Commerce Commission is to the effect that nothing but actual money can be paid for transportation.

Believes It Unfair to Newspapers and Railroads

I believe like yourself, that it is unfair to both the newspapers and the railroads to prevent the exchange of transportation for advertising space, but so that you can show some of the reasons why this ruling was made, I would explain that in some cases at least, big shippers were running (advertising) thru house-organs or small publications of no particular advertising value, but that because they were big shippers, they secured from the railroads liberal advertising appropriations, paid for in transportation. It was to prevent this and to prevent the giving of free transportation for various reasons that the Interstate Commerce Commission made the ruling which they did, very shortly after the Hepburn Law was passed, and the Commission created.

If some practical way could be found to enable the railroads to utilize a legimate newspaper, without at the same time creating the situation by which the railroads, if they wished, could give practically good transportation to the large shippers, and this practical way could be shown to the Interstate Commerce Commission, I believe that it might result in a change of this ruling, but I do not believe it would be advisable to go to the Interstate Commerce Commission with a proposition of this kind until it had been carefully considered from every possible angle, and there is every reason to believe that it would achieve the purpose for which it was intended.

Yours very truly,
WRIGHT A. PATTERSON.

On Envelopes—The U. S. Government Printing Office a "Cutthroat" Competitor

We denounce U. S. enveloping-printing:

Whereas, the development of the printing art in the United States has removed the necessity for the United States government to engage in the business of printing for the convenience of the general public, and

Whereas, the government price for printing envelopes of 24 cents per 1,000 is so low that no printer can compete with the government in this work and live, therefore be it

Resolved that the Wisconsin Press Association, in annual convention assembled, endorses House Resolution No. 8664 which provides that no envelopes shall be sold by the government containing any lithographing or engraving except the stamp, or any printing or advertising except a printed request to return the letter to the writer. We also urge that this return printed card be limited to a request to return to a town and state only, with blank for name.

To Assist N. E. A. in Work

Whereas, the National Editorial Association appropriated $200 to finance the fight for the passage of House Resolution No. 8664 which will eliminate government competition with every printing office in the land, and

Whereas, the Wisconsin Press Association, the oldest State Press Association in the United States, is alive to the value of persistent effort along this line, therefore be it

Resolved, that this association extend to the National Editorial Association its unqualified endorsement of its work before Congress and that we promise to the able chairman of its legislative committee, Mr. George E. Hosmer, of Denver, Colo., and the President Rountree of Texas, our most cordial support in furtherance of their efforts. Be it further

Resolved, that the President of this association is hereby authorized to contribute in cash in behalf of our association toward the maintenance of the work by Chairman Hosmer and President Rountree to an amount not exceeding $25. Be it further

Resolved, that we as editors of newspapers, endeavor to act energetically in the building up of a just sentiment toward our business on the part of our senators and representatives in Congress, to the end that the irritating and unjust restrictions and the unusual governmental forms of competition that affect us may be eliminated.

($25 was sent to Mr. Hosmer in June.)

On Postage—Country Weekly Recognized Educational Force

We asked free country circulation regardless of manner of delivery.

Whereas, the successive irritating restrictions of the post-office department in the recent past have almost completely nullified a provision of the original postal law, which, on account of the value of the country weekly in educating the rural population, granted to said country weeklies free county circulation, and

Free County Postage Emasculated

Whereas, it was formerly possible for a country weekly to reach every subscriber in its county free of postage, this privilege being now limited to those subscribers whose mail is not delivered to them by either a city carrier or a rural carrier, therefore be it

The Original Law Subverted

Resolved, that in subverting the original intention of the postal laws, which were broad and statesmanlike, the post-office department has been unfriendly in its rulings and in procuring legislation, and we therefore petition the Congress of the United States to restore to weekly papers their former free county postage privilege regardless of the manner in which a paper may be delivered to the subscribed.

U. S. Postal Rules Put a Tax on Intelligence

We asked the restoration of the pound rate for occasional exchange copies.

Whereas, the sending of occasional copies of periodicals to editors for editorial use was formerly unrestricted by the postal laws and was allowed at the pound rate of postage the same as for regular exchanges, and

Whereas, this practice was of great educational value to the country in disseminating advanced thought on public matters, and

Whereas, this practice is now hampered by rules that exact postage practically ten times as great as formerly, therefore be it

Resolved, by the Wisconsin Press Association that our senators and representatives be asked to endeavor to secure an amendment to the postal laws so as to permit the dispatch of occasional copies of periodicals as "exchanges" at the pound rate of postage.

U. S. Postal Laws Should Give Printers an Equal Chance in Shipping Their Merchandise

We asked changes in parcel post rates and classifications.

Whereas, the present parcel post reates and classifications are discriminatory and unfair to the printers, particulary on smaller packages, therefore be it

Resolved, that we ask and demand a change and readjustment of such rates upon an equitable basis, which will put the product of the printshop upon the same basis as other merchandise.

On Inaction—We are Tired of Inaction and Being Ignored

We asked coöperation of members of Congress.

Whereas, this association in previous conventions has adopted resolutions upon various subjects of importance to the public as well as to our members, and forwarded such expressions to our Senators or Members of Congress, and

Whereas, the attitude of our Representatives in the National Congress has not been made known to our association as a whole, so that the members thereof might be informed whether or not our petitions have been regarded as of any weight or consequence, and

Whereas, the importance of the press as an educational factor is worthy of due consideration, and the publishing industry has reached such proportions that the press and its trade is entitled to equal recognition with other professional, commercial, and agricultural associations of the state, therefore be it

Resolved, that the Secretary upon receipt of replies, is hereby directed to forward to each of our National Representatives a copy of each resolution adopted by this convention in relative to governmental policy, and to request from each such Representative a definite statement of his attitude upon the questions so resolved upon by us; and be it further

Resolved, that the Secretary upon receipt of replies, is hereby instructed to make a compilation thereof in suitable form for publication and request the publication of the same in the Publisher's Auxiliary, American Press and National Printer-Journalist to the end that all Wisconsin publishers may have due information regarding the attitude of our Representatives, and be it further

Resolved, that all publishers of Wisconsin be requested to participate in the demand for the proposed changes herein suggested in the interest of fairness and justice to the public as well as to the craft, by writing personal letters to their Representatives in Congress.

* * *

AN INTERESTING REPORT

The report of President Palmer of the Intertype Corporation of Brooklyn, N. Y., of July 3, 1916, is of interest by reason of the satisfactory showing that is made of the development and condition of this great manufacturing establishment. The growth of industries and, especially of the manufacturers of machines for use in printing is one of the wonders of the present decade. The assets of the conmpany are given as $2,785,273.00. The new corporation, after the reorganization commenced business February 4, 1916, and the report as to operation up to June 30, 1916, a period of five months lacking four days shows:

"Profits and miscellaneous income, after deducting cost of manufacture, administration, etc., $150,985.55.

"During this period additions to plant have been made at a cost of $30,000, of which 40% has been charged to operating expenses.

"The most notable achievement during the period has been the standardization of the three models manufactured by the corporation. This standardization has enabled the corporation to offer to the trade these three models, any one of which can be converted into any other—an advantage possessed by no other machines performing similar functions.

"The demand for the corporation's products has made it necessary to increase the available manufacturing space and productive capacity."

PHENOMENAL GROWTH IN PUBLICITY

"The semi-decade bulletin just issed by the Bureau of the Census dealing with the printing and publishing industry is a most eloquent document," says Frank M. Eldredge, advertising manager of the Detroiter Motor Car Co., Detroit, Mich. "This report deals with the industry during the years from 1909 to 1914. The total increase during that period was 23.9. This is an enormous increase when consideration is given to the fact that it was made over an enormous volume of newspaper advertising as was printed in the year prior to 1909. In that year was printed $148,554,392 worth of newspaper advertising.

"During the fifth year following, viz—1914, the general volume of such advertising had increased to $184,047,106. 1920 will unquestionably show a much greater increase no doubt, as modern business men have now come to recognize advertising as an exact science and consider such an appropriation as a necessary unit of their business and most vitally affecting its growth.

"The growth in advertising showed a corresponding gain in newspaper circulation. Between the close of 1909 and 1914, the combined newspapers of the U. S. had increased their circulation more than 50,000,000 copies."

* * *

Many a newspaper advertiser would be doing ten times as good advertising if he took twice as much space.

H. A. Castle, Deceased

Captain H. A. Castle, one of the oldest newspaper men of Minnesota, has passed away. He was one of the charter members of the Minnesota Editorial Association, organized in 1869, and was a member of the first executive committee of the National Editorial Association in 1885-1886, and had, from time to time, delivered addresses before the Association.

He died at Silver Lake, a suburb of St. Paul on Wednesday, August 16th, death being due to a general breakdown extending over several months.

Henry Anson Castle was born at Columbus, Adams country, Illinois, August 22, 1841, being a son of Timothy and Julia Castle. Several of his ancestors participated in the Revolutionary War.

His education aside from the common schools was secured at McKendree College from which he graduated with honors in 1862. Following his graduation he enlisted in the Civil War as a private in the 73rd Illinois Infantry. Four months later he was promoted to Seargent Major. He was with Sheridan's division of the Army of the Cumberland and saw some severe service and was seriously wounded at the Battle of Stone River. Because of his wounds he was relieved from service but on recovering he raised the 107th Illnois Company and was unanimously elected Captain of the same.

At the close of the war Captain Castle took up with the practice of law and commenced practicing at Quincy, Ill., and while thus engaged wrote editorials for the Quincy Daily Wig, thus unconsciously drifting into the newspaper field. In July, 1866, he drifted to St. Paul, Minn., spending considerable time at St. Cloud and Anoka at the latter place acting as editorial writer for the Anoka Union.

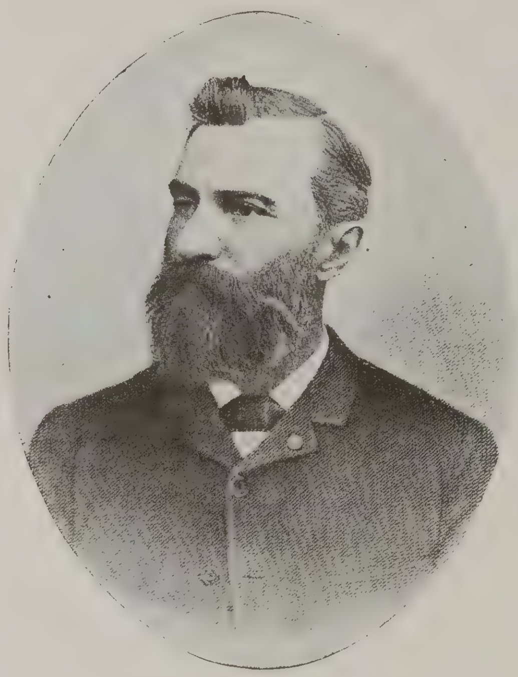
In 1868 he located permanently in St. Paul in the wholesale stove business, but continuing his connection with the Anoka Union.

In 1876 he was associated in a company which purchased the St. Paul Dispatch from Harlin P. Hall turning the same into a Republican paper with Capt. Castle as editor. He continued in this capacity most of the time up to 1885. He was a member of the Legislature in 1873 and was promient in the campaign which resulted in the election of Hon. C. K. Davis as Governor and was appointed by that gentleman Adjutant General of the State.

In 1892 he was appointed Postmaster of St. Paul by President Harrison and in 1897 President McKinley appointed him auditor of the Postoffice Department at Washington. As a result of his postoffice experience he contributed valuable service to the National and State Editorial Associations in their envelope fights.

He has been president of Minnesota Editorial Association, Commander of the Loyal Legion of Minnesota, Department Commander of the Grand Army of the Republic, for 12 years president of the Minnesota Soldiers Home.

Capt. Castle was married April 18, 1865 at Quincy, Ill., to Miss Margaret W. Jacques. Seven children were born to them.

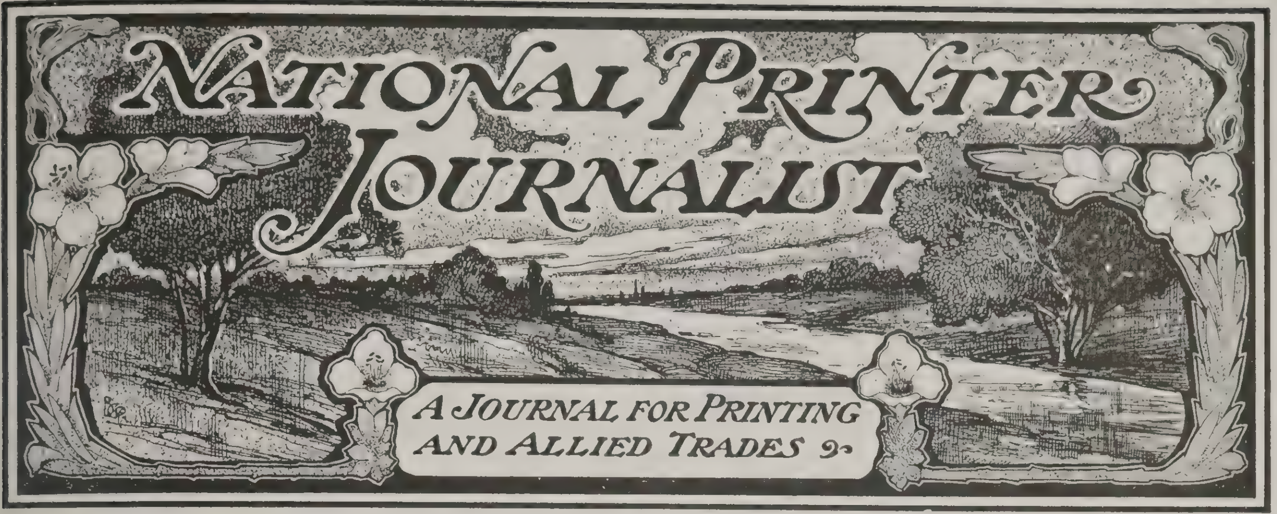


Captain H. A. Castle, a Pioneer Editor of Minnesota

* * *

RETURNS AFTER A YEAR'S FURLOUGH SPENT IN JAPAN

Mr. Frank L. Martin, Professor of Journalism in the University of Missouri, has returned with his family from a year's furlough spent in Japan. During Prof. Martin's absence he was on the staff of the Japan Advertiser, the daily newspaper published in Tokio by B. W. Fleisher. Prof. Martin resumes his work at Missouri in September.



NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, OCTOBER, 1916 NUMBER TEN

The Tradesman and His Local Advertising

By Amos Woodbury Rideout

LARGE metropolitan stores long since learned the art or science of producing profits by the judicious use of generous advertising appropriations. The tradesman in the smaller cities and towns however, has never given this matter the attention that he should.

He takes, perhaps, a small space in his local paper which is used in a more or less perfunctory way. He has never realized that it was quite possible to influence the people of his community to buy more goods, and to buy them at home instead of going to some nearby large city for the bulk of their purchases.

Both the tradesman and the publisher have been to blame in this matter. If the storekeeper has been reluctant to avail himself of the help of the local paper; it is equally true that the publisher has not been able to "show him" how the thing should be done.

A closer co-operation between publisher and tradesman would result in a largely increased business for both. If the local paper is a daily it is, no doubt, very generally subscribed for, as people like to read the little local happenings and gossip of the place. Most of the homes of the better and middle class will be supplied with it.

But whenever the dealer has a special advertising campaign on, it would be only fair to demand of the publisher in return for his increased patronage, that he should sample copy the homes where the paper does not ordinarily go. By making this fact known the publisher could, no doubt, work up extra business enough to more than pay him for his extra outlay—to say nothing of the possibility of added subscriptions.

Every new home in town whether they are "newly-weds" or new arrivals in the place, should invariably receive the paper for one week free.

If your town is one that can only support a weekly newspaper the problem becomes still more difficult. The metropolitan daily likely supplies the news, both of the world and to some extent locally, and the local weekly is inclined to be neglected.

But here again it is largely the fault of the publisher. He is too much inclined to think that only those things are news that are of considerable importance. It must either be a fire or a fight, a wedding or a wake to be worthy of space. There are however, minor things happenings all over the town that would be eagerly read if they were dished up in appetizing form and it would build circulation and advertising value.

It seems to me if I was a publisher I would interest the High School. I would give them a column of their own, get them to elect some one from each grade or class as correspondent and give them plenty of rope. You would soon find that your paper was indispensable in every one of those pupil's homes, and what is more, it would become a fixture in many new homes soon to be; for all these young folks will shortly be men and women with the habit already formed or reading your journal.

Every church should have a department and every manufactory in your town should have one also. You will be surprised how much matter you can find that will be read with interest once you get over that fire and funeral habit. Here is a field of your very own that the metropolitan paper will not attempt to encroach upon. "Despise not the day of small things."

If the local paper wants the assistance of the local merchants it must co-operate with them to the fullest extent, and the merchants should demand it.

Free circulation should come into play if necessary to give the advertiser value received. This has been accomplished in some towns, by publishing a paper and delivering it free to all homes. The writer knows of several communities where this is done and the publishers appear to be making a good living out of it.

Sometime ago the tradesman of that section of the city of Somerville, Mass., known as Davis Square, in an effort to get more trade for their stores, started a plan which they called "Davis Square Day." They fixed upon Wednesday of each week for the day, and each merchant pledged himself to feature some one article from his stock on that day at a reduced price.

An advertising broadside containing these bargains was distributed to all homes in the section. Each merchant was supplied with a crimson flag bearing the words "Davis Square Day" in white letters which was hung at the store door.

The plan worked well and was later taken over by one of the two local weekly papers of the place. This paper runs a special page headed "Davis Square Weekly Bargain Guide."

The plan has been, first and last, a pronounced success. It brings people out looking for bargains and, of course, they buy other things. It has given the merchants of Davis Square a prestige in the minds of the community which has helped them not only to gain trade, but to hold it.

I believe it has helped more than they realize for within a very short space of time—less than two years,— that portion of the town has grown amazingly as a retail trading center with some very fine stores and this, notwithstanding the fact, that it is only a short ride by trolley into Boston where they have an over production of department stores. By way of proof of this statement I just ran across this item in the funny column of the Boston Globe:

"West Somerville is doing well. Seventeen baby carriages were counted standing in front of one of the dry goods stores in Davis Square on Thursday afternoon."

The problems of the local merchant and the local paper are so inter-related that they should get into much closer contact. If the thing is rightly managed, the tradesman of the place can make the local paper a success and increase their own fortunes in doing it. But, as I said before, to do it there must be active co-operation between both parties. A freedom to discuss ways and means, a spirit of helpfulness on both sides and not a cold blooded bargain and sale.

* * *

A Reunion Daily

The whole force of the Capper publications unite in a glad, annual reunion. To give the proper flavor and added zest to the occasion, a diminuative Junior of the "Topeka Daily Capital" is issued, filled with live matter, personal, pithy, and pointed, including also the program, and much else of special interest to the happy and fortunate members of the family of workers who are to unite in this joyous occasion. There are personals for each department. In the last issue of this publication, which is No. 1, Vol. XII of the series, the names of all the employes, from the editors to the carriers are given, including the editorial, business, advertising, circulation, city soliciting, daily mailing rooms, night mailing rooms, carriers, traveling representatives, field men, composing room, press rooms, stereotyping, electrotyping, engraving, store room, building, and mail printing house departments, besides the representatives of the publications at the New York, Chicago, Kansas City, Omaha, St. Louis, and Oklahoma City offices. No one is omitted. This complete list shows who is who and where on the staff of this great organization and it aids to a closer acquaintance and helps to better understanding, deeper personal interest, a greater appreciation of the great work that is being accomplished.

A cartoon of "The Feast" on the front page makes prominent the rich, dripping fruit-cake of "good-will," the lucious water melon of "Advertising," and the rich, well filled fruit basket of "Good Equipment" and "Sanitary Surroundings." This diminuative daily is published by the boys and girls, the employes and properly contains a toast to Mr. and Mrs. Capper, with their portraits. The toast, which was as follows, expresses the sentiment of mutual friendship that we have had occasions heretofore to mention and commend.

The Boss—and The Boss' Boss
"Here's to thee and thy folks;
May they love me and my folks
As much as me and my folks
Love thee and thy folks;
For there never were folks,
Since folks were folks,
That loved folks
As well as me and my folks
Love thee and thy folks."

The following communication by one who could not be present with the others at the feast, tells of the growth and the philosophy, the workings of this great establishment, the largest publishing house in the west:

"I'd like to be with you today. It's the first party I've missed since we gathered together at the old Throop hotel one night twelve years ago. I wonder how many of you here today were present at that first Capper reunion. Seems not so long ago but that little bunch would be lost among the great crowd here this afternoon. However, what we lacked in numbers then we made up in enthusiasm and good fellowship, and loyalty to Mr. Capper and at that time our comparatively small institution. I feel sure that even then Mr, Capper had in mind the big business he would build some day and of which most of you here this afternoon have the honor and privilege of being a part.

"I was proud to be a Capper employe in those days and I am doubly so now. Thiere is something about being associated with Mr. Capper and his (our) business and the men and women he has gathered around him that makes one proud, step higher, look people square in the eyes, and deliver the best service that is in us. This feeling has always prevailed and will so continue.

"That feeling has made this business what it is and the end is not yet. The addition of another publication every once in a while has ceased to be a surprise to us, in fact we expect it and often I find myself laying composing room plans for taking care of the next addition to our flock of papers."

* * *

Libel Suit for A Million Dollars

In times past, libel suits against newspapers were extremely numerous. The enactment of more just libel laws and the evident inclination of juries to be to newspapers a little kind by reason of their public services and the difficulties in the way of verifying news reports thoroly in time to meet the necessities of quick publication—provided, always, that no malice or evil intent could be affirmatively shown. In the past, at one time, libel suits came to be rather prized than feared as being pretty valuable as advertising in showing the paper's enterprise, fearlessness and determination to give the news promptly, regardless of the possibilities of a lawsuit. But, in the palmiest days of libel suits, it is doubtful if any paper were ever sued for a million dollars. In that primitive time, there were no million dollar newspapers and no automobile establishments able to make and generously to divide ten millions of dollars among employes. A good name has become more valuable by reason of the greater earning ability of newspapers and corporations. Even the paying out of a million dollars would not impoverish the Chicago Daily Tribune, nor enrich Henry Ford, the automobile manufacturer and peace evangelist, who sued the Tribune for that amount. The foundation of Mr. Ford's suit is the allegation in the Tribune as a conclusion to supposed facts, stated, to the effect "that employes of Ford who are members of or recruits in the national guard will lose their places. No provision will be made for any one dependent upon them. Their wages will stop, their families may get along in any fashion possible, their positions will be filled, and if they come back safely and apply for their jobs again they will be on the same footing as any other applicants."

The conclusion and charge of the Tribune—the ground on which the suit is based is:—

"If Ford allows this rule of his shops to stand he will reveal himself not as merely an ignorant idealist, but as an anarchistic enemy of the nation which protects him in his wealth."

We do not think any one will believe, even on the Tribune's statement of facts and conclusions, that Mr. Ford is an anarchist, however unwise or unpatriotic he may seem in his misguided action. He will still be deemed a great hearted man, filled with sympathy for his fellow men, tho letting his abhorence of war and the suffering it entails, warp his better judgment, and we cannot imagine that the action can be maintained unless it can be affirmatively shown that he has suffered direct loss to his business by reason of the publication of the article.

Yet, we do firmly believe that, as a matter of good newspaper practice, the Tribune should have been more temperate in the assertion of its conclusions. An anarchist is generally supposed to be one who opposes all government. A man who strives to prevent enlistments in time of war may be held to be a traitor, but then we are assured that the United States are not at war but only employed guarding its southern border against raids by bandits.

A newspaper loses power and prestige and often does an injury by misstatements or over statements. Candor is one of the most valuable assets of a newspaper. It has been demonstrated in Chicago, that thru exaggerated statements, the newspapers have lost political influence. If all that has been said by the press of Chicago about the different factions in the different political parties and of many of the members and representatives of these factions or combinations, is true, then neither of these groups of politicians or the members thereof are worthy of any consideration other than such as would lead to avoidance in any political action and complete overthrow and banishment from public office or any direction or control of political affairs. Yet, unfortunately, when the time of election approaches, the newspapers are found supporting one or the other of these factions and the very men that, as representatives of these factions, have been most severely condemned. This has worked great injury to the people—driving them from participation in primary elections when all seems to be vile—and to good government. There is no intention in all this of attacking the press or any member of the press, but only to impress the importance of absolute candor founded upon a desire to do full justice to every one and thereby by able to maintain a consistent course, at all times and to help the people, where support is needed and expected, and to serve the cause of good government and right action.

* * *

SHORTAGE OF PAPER HELPS TO ADJOURNMENT OF CONGRESS

Action as to Investigation Accelerated

It was stated in a dispatch of September 7th from Washington, to the great paper founded by Horace Greeley, that the shortage of paper was possibly one reason why talking members of Congress were, at last, willing to adjourn. The possibility of having their campaign literature, that is printed and circulated by the government, curtailed, was too much of a deprivation to be endured. The only remedy was to get out on the stump, when their speeches would be printed, as news, by the newspapers without charge. The presumption may be a violent one but certainly it may be stated that the report of a possible shortage of paper to print that great, but little read "Congressional Record" and then to reprint the speeches appearing therein for free distribution of the members, did stir up to action the venerable members of the United States Senate in a way that it had not been possible for publishers and other users of paper to stir them up. The dispatch was:—

Washington, Sept. 7.—The high cost of print paper is threatening the "Congressional Record," members of the Committee on Printing told the Senate today. There is only enough paper on hand for a few issues—which may be another reason why talkative members are at last willing to adjourn.

"We have had to pay three times as much for a small supply as we usually pay," said Senator Smoot of Utah. "If Senators would only stop putting all sorts of editorials speeches and other extraneous matter in the 'Record' we would still have an ample supply of paper on hand."

"I object to that last remark," commented Senator Stone, angrily. In some disorder, the Senate passed a resolution directing the Federal Trade Commission to investigate if there were any violation of the anti-trust laws by the paper producers.

It makes all the difference in the world, as we all learned years ago, in the old fable, whose ox is gored.

* * *

WONDERFUL CIRCULATION SUCCESS

Can Any of Our Readers Equal This?

The Middleburgh Post, Middleburgh, Penna., published in a borough of 531 inhabitants, the county seat of Snyder County, which has a population of 16,800, now has a bona fide subscription of almost 6.500.

Geo. W. Wagenseller, publisher, delivered an address before the National Editorial Association, at its convention in New York City, in June, explaining how he built up a circulation of 5,000, in a county of 16,800 people, with six competitive newspapers.

Mr. Wagenseller stated at the time that he had put a solicitor on the road to determine whether it was possible to maintain a list in excess of 5,000 copies in his field. By re-canvassing his own county and entering a neighboring county, 700 new subscribers have been enrolled during the past three months; in addition to that, on his return home from the National Editorial Association meeting, his competitor in his own town sold out his plant to Mr. Wagenseller, and the two lists were merged.

There are still six newspapers in Snyder County. At a recent meeting of the publishers of the county, it was mutually agreed that three newspapers were plenty for a county the size of Snyder. One of the remaining newspapers was offered to Mr. Wagenseller, but no deal was consummated. Of the other four, there is now an effort being made to merge two of the newspapers in the west end of the county, and two in the east end of the county.

It may require some time to do this, but when it is done, seven newspapers will have been merged into three. The present high price and scarcity of newsprint paper may hasten the merger at an early date. It does seem as tho this is the only alternative left for many of the country weekly newspapers.

The new record made by the Middleburgh Post is a circulation of 6,500, in a county of 16,800 people with five competitive newspapers. It can not be much more without competition. It is a clean sweep of ninety per cent of the people of the newspaper's own county, and almost as much for one half of the territory of a neighboring county.

Mr. Wagenseller would like to know whether there is a country weekly newspaper any where in the United States, or any where in the world, that can beat this record of circulation of bona fide subscribers, considering of course the size of the newspaper's town and county, as well as the number of competitive newspapers.

Promotion of Honest Advertising and the Protection of Home Business

Some Helpful Suggestions by President Houston

IN modern newspaper-making the promotion of honest, effective advertising has come to occupy first place. It is a means of direct, profitable service, not only to the advertisers and publishers, but to the people. There is no business, trade or calling, not even those of agriculture, teaching or preaching but that may legitimately and usefully be served by advertising. It is a means of protecting as well as of advancing home business. It goes without saying, that advertising and all the means for its improvement and promotion should be carefully and conscientiously studied by every printer, engraver and newspaper publisher. It has come to a point where publishers and printers should be able not only to suggest but to create advertising, to construct ads and point out the best advertising methods. What can be accomplished, even for a church by a live newspaper man, is illustrated in this issue of the National Printer-Journalist, by a story of what was done by a former newspaper man of Kansas, now a minister for a church in New York City, thru putting into practice the knowledge he had acquired in his former employment.

The journals devoted to newspaper making and printing have done and are doing a great work in education along these lines. They deserve support, study, co-operation and help thru contributed examples and suggestions.

Of late, organizations have come to their aid which prove of great helpfulness to the members. Organizations of publishers, printers and advertisers are holding joint conventions for mutual understanding and co-operation and there has arisen an association known as the Associated Advertising Clubs of the World, that works for the establishing and promotion of an advertising club in every city, village and hamlet, in order that the gospel of correct, honest advertising may be brought home to all the people, to every business, to every interest and institution. Its motto is "Truth" and its aim service. Among the members are not only the merchant princes, the great publishers and even leading educators and ministers, but business men and community promoters from all over the country, from small towns and big towns.

At the head of the organization as President is Herbert S. Houston of the great publishing house of Doubleday, Page & Co., of Garden City, N. Y., that has built up an establishment that is a model for the whole world of printing and publishing. He is a genuine American, coming from the highly honored Scotch-Irish stock, known for high character, intelligence, enterprise, loyalty, heroism and thrift. He is of the strain or family from which sprung General Sam Houston, the great hero of Texas.

The University of Pennsylvania recently conferred the degree of Master of Arts upon Mr. Houston and in speaking of this event the Old Penn Weekly Review published by the University among other things says:

> A master in the great world of business, seeking to imbue its votaries with the loftiest ideals in barter and exchange—publisher and devoted friend of authors, the successes of many of whom are due to his sympathetic coöperation, untiring zeal and keen insight, * * *.
>
> Herbert Sherman Houston, who received the degree of Master of Arts, was born in Champaign, Illinois, the seat of the State University. His father, Major Samuel Houston, of Rockbridge county, Virginia, was a second cousin of General Sam Houston. This is the Scotch-Irish Houston stock from which have sprung the Houstons who have been so prominently identified with the University of Pennsylvania.

In a communication to the great special Ninety-fifth Anniversary issue of the Lyons, N. Y., Republican, President Houston writes:

> During the 95 years since The Lyons Republican was established, there is probably nothing that has made greater progress than advertising. In 1821, it was an incidental factor in business that was not much understood and that was not very widely used, but today it has come to be recognized, particularly in America, as a great force. It is not only a force in letting a buyer know what a seller has to offer, but it has come to be a great force in politics and religion and in all sorts of activities. The reason is, of course, that we are a reading people in America and that advertising is a direct and controllable force used to accomplish a definite purpose. It may be the sale of goods; it may be the advance of a cause; it may be recruiting forces for a country's defense. In England Kitchener's entire army of five million was practically raised thru the power of advertising. In this country, the railroads are using advertising to get their case before the public in regard to the impending nationwide strike. Churches use advertising to help spread the gospel, and so it goes around the whole great circle of human activity.
>
> Manifestly a force so powerful and capable of such wide use, was bound to be studied and standardized, and the function of the Associated Advertising Clubs has been and is to raise advertising to its highest efficiency. In order to do this, we are basing our whole movement on "Truth."

We have adopted that eternal word as our symbol, and by it we mean not merely honesty in statement, but honesty in merchandising and selling and in all business.

The Advertising Clubs represent in their membership retail merchants, newspaper publishers, farm paper publishers, national advertisers—indeed, everyone concerned with the buying or selling of advertising or of goods that are advertised. Of course, that practically covers the whole range of business for today there is no business that is not in some way affected by advertising.

In a town like Lyons, an Advertising Club would be a most effective stimulus to the entire commercial community. It would put the merchants of Lyons in touch with the best commercial practice of the whole world of business, for an Advertising Club is a clearing house of information, thru which the best experience and knowledge in regard to advertising and selling flows. Therefore, for a town to have an advertising Club is to place itself in contact with the best selling and business knowledge and practice. Some of our most successful advertising clubs are in intermediate cities and even in the small towns.

There is not a merchant or business man in Lyons who is not especially concerned with selling his product or his merchandise—whatever it may be. The Associated Advertising Club movement has the field of merchandising, selling and advertising for its very own. Indeed, it is concerned with the whole question of markets. **At the present time there is no part of our work that is receiving greater attention than the service we can render retail merchants.**

At our great convention in Philadelphia the last week in June, which was attended by seven or eight thousand men and women, and which met in the historic University of Pennsylvania, we devoted a great deal of attention to the question of the retail merchant. For years there has been a discussion as to the difficulty that the retailer has had in keeping in touch with modern progress, knowing all that was worth knowing in merchandising and accounting efficiency and in advertising. For years it had been felt that the retail merchant needed more effective accounting systems. So we appointed an extremely able committee to prepare them—let me here name the members of this committee, whose work will mark a mile-stone of progress in the history of business: Wm. H. Ingersoll of the Ingersoll Watch Co., Chairman, supported by these able men, Robert A. Montgomery, President of the American Society of Chartered Accountants; Prof. Paul T. Cherington, of the School of Business Administration of Harvard University; Edwin A. Walton, of the Burroughs Adding Machine Co.; Wm. H. Johns of the George Batten Co.; Frank A. Black, of the Wm. Filene's Sons Co., and William M. Cooper, of the American Sales Book Co.

At Philadelphia, this committee reported that five systems were practically completed, for Hardware Dealers, for Grocers, for Druggists, for Boot and Shoe Dealers and for Jewelers. These will be ready for use in the early fall and selling plans are now being developed. These systems will render the most far-reaching service to the merchants of the country. They touch a business question that is fundamental—the well being of the retailer. If he is weak and ineffective, the whole scheme of distribution is weak and ineffective. By these systems, which will be sold and installed under the direction of the Advertising Clubs, the retailer will be able to keep such track of his business, that he can get credit at his bank and credit from his jobber, and, what is quite as much to the point, he will be able to demonstrate to his own satisfaction, that it is advertised goods on which he makes most of his profit. Chairman Hurley of the Federal Trade Commission, said to me at Philadelphia, that many organizations had talked about helping the retailer, but that the Associated Advertising Clubs had actually gotten on the job and worked out definite plans to help him. And it is a great satisfaction to state that the Federal Trade Commision, and the American Society of Chartered Accountants, will pass upon and endorse our retailers' systems before they are offered to the merchants.

Another thing that the Advertising Club does is to keep the whole merchandising community cleaned up. We have a National Vigilance Committee and a Vigilance Committee in each Club. The purpose of these committees is to build up better business. That means honest business and in the final analysis, the only kind of business that thrives is honest business. All over the country there are business communities that have been thoroly cleaned up thru the activity of advertising clubs. Not long ago I was in Fargo, N. D., and talked with Mr. Dotson, the publisher of the Fargo Forum. He told me that the Advertising Club there had driven out the itinerant merchants and fakers who used to swarm into Fargo when the North Dakota State Fair was being held. The money that these men bore away with them now goes to the honest merchants. In a word, the money is left in Fargo, and goes to the general good of the whole community. Mr. Dotson said that the work of the Club had resulted in better advertising and merchandising for the retailers of Fargo, and more and better advertising for the newspapers of Fargo. These are a few of the things we have been doing that we have thought worth doing. But they are only an earnest of the broader work we shall do in the future to make business, which after all, is the great organized life of the world, a finer embodiment of the eternal principles of truth, on which we stand and for which we serve.

As President of the Associated Advertising Clubs, I am glad to extend an invitation, in the columns of this historic newspaper, to the merchants and business men of Lyons to form a Club, and become the beneficiaries of its stimulating and far-reaching activities.

HERBERT S. HOUSTON.

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PHOTOGRAPHY AND THE GRAPHIC ARTS

By Reason of Universal Use of Halftones from Photographs in Illustrating, the Art Has Become of Vital Importance in All Fields of Typography and Printing

There is to be an exhibition of photography to be held under the auspices of the American Institute of Graphic Arts at the galleries of the National Arts Club, 119 East 19th Street, New York, October 4 until November 1. This exhibit will be selected and arranged with the thoroness that has marked all the exhibitions conducted by the Institute of Graphic Arts and will be of importance to every one having even the slightest interest in photography. The exhibits will include items having to do with the reproductive processes such as photo-engraving, lithography and rotary photogravure. In fact, the exhibition will be a revelation of the importance of photography in our modern life.

On the opening night of the exhibition, October 4, there will be a meeting of the American Institute of Graphic Arts, which will be addressed by prominent authorities on the subject, including Pirie MacDonald, photographer of men, whose subject will be, "Professional Portraiture;" and Prof C. F. Chandler, of Columbia University, on "The Development of Photography." Other speakers may include Gertrude Kasebier, on "The Pictorial Photography."

GROWING INFLUENCE OF THE HOME PAPER

By E. H. Tomlinson, Editor of the Morristown, New Jersey, Daily Record, and President of the National Editorial Association

(Written especially for the 95th anniversary edition of the Lyons, N. Y., Republican.)

One of the most potent influences in America today—and one whose great power is little realized—is that of our home papers, of which The Lyons Republican is a fine example—one of thousands which, each in its own town, helps to mould opinion and to shape the destinies of the state. Few persons have any real conception of the power of the press because it is exerted so unnoticeably.

Ministers and school teachers exert a great influence, but it is anticipated. We consciously put ourselves under their tutelage; under the latter to secure the information which is the basis of all progress and under the former to gain access to the ways of the righteous.

The sway of the home paper comes over us unconsciously, however. We subscribe to it to gratify our curiosity as to what is going on around us. Yet from the time we begin to pick it up, while still school children, to read, perhaps, how we are among those who haven't missed a day's attendance, on until old age has dimmed our eyes, we have taken it up each week and have imbibed, without appreciating the fact, much more than the neighborhood gossip which we thought was practically all it brought to us. We have, indeed, absorbed its ideas on many subjects. We have become advocates of good roads and good schools with it; of cleanliness in politics and of uprightness in business life, following its imperceptible guidance and little reckoning that we have not been leaders ourselves while in truth it has been the despised purveyor of neighborhood gossip, as we have looked upon it, that has led us, and this altho we have even often used its actual language in learnedly expounding our supposedly original views.

Thus it is, that the editors and publishers of the home papers of America to such a large extent fail to be held in the high esteem that is their due; are not counted (as they should be) among the leading men in their respective communities. Particularly does the calling suffer from the fact that it is, more than others, judged as a whole by those who are not an honor to it; whose productions may be mere mouthpieces of disreputable politicians or are conducted not as reputable businesses but rather as begging, blackmailing, or grafting devices. Every business has its black sheep and the press is not exempt, tho such seem sometimes to be more taken as the measure of us all than they should be.

A change is coming, however. As great as has been the influence of home papers in the past, it will be many times greater in the future and the recognition of this influence on the part of the public will be even geater in proportion, with rewards more in accordance to the service rendered mankind. This is being brought about thru the adoption of better business methods by their publishers and the recognition of organized effort.

The New York Press Association, of which Mr. Betts, of the Lyons Republican, is a past president, and the National Editorial Association, of which I have the honor this year to be president, are growing in strength and power and effectiveness thru the growing recognition of the importance of co-ordinated effort to work out the problems that effect the publication of newspapers, making them more business-like and worthy of esteem.

I have written first of the relation of the press to the welfare of the public and it is true that we have a higher duty than money-getting. It is the fashion, too, to speak of some papers derisively as mere money-makers as if the making of money precluded doing good. Undoubtedly as in every other business and profession (for newspaper making is both a business and a profession), there are some who wrongfully subordinate everything else to the making of money, but not necessarily so.

It is indeed an incontrovertible fact that in this as in all other callings money-making is not incompatible with service to the public or the working out of high ideals. On the contrary, sufficient financial success to insure business independence is absolutely essential to the development of conditions that permit the exerting of a commanding influence.

Look to any town of which we know and we will find that the papers which are financial weaklings are weaklings in every way, with few readers and fewer still giving credence to their usually insipid utterings.

On the other hand, the strong papers, financially, are the fearless papers, calling a spade a spade, when need be; strengthening the hands of those seeking the welfare of humanity; giving a hearing to any with a message, even when the public for the most part may have neglected other opportunities of receiving it; ever exerting a wholesome influence, tho no direct word may be spoken editorially, on every subject that divides its readers.

Because of these conditions it is that the business interests of the press of the country is being given greater attention and organizations are becoming more the centers of combined action and less the mere means for the promulgation of glittering generalities. Because of these things, too, the public should feel an interest in noting the fact that the publishing of newspapers that are real vehicles of thought is being put on a more business-like basis and that publishers are seeking thru organization to better themselves financially, so that their enterprises will rank high in comparison with any others in the same towns.

The result promises to be a wider divergence between those who uphold the best in newspaperdom and those whose productions are a discredit to it and who, if not actually forced out thereby will no longer be looked on as the representatives by whom all shall be judged.

With this brought about, or well on the way, we can expect that the great number of legislators who now busy themselves with the enactment of laws for the curtailment of the liberties of the press because of the transgressions of those to whom we have alluded, will readily see, if they are honest, what may be obscure to them now, that an untrammelled press is really a democracy's greatest protection from those who would prey on its people and steal from them their substance and their rights, while pretending to be their benefactors, and therefore its greatest blessing.

And so, Brother Betts, I congratulate you and your readers on this delightful anniversary occasion. It is a time when it is a pleasure to look backward over the years you have spent together and the problems you have aided each other in working out, but an even greater pleasure to look forward to the years to come, with the greater possibilities they have in store for the accomplishment of good, for service to humanity and for more suitable rewards for all that will be accomplished.

E. H. TOMLINSON.

A PRINTERS' APPRENTICE SCHOOL

By F. Gregory Hartswick

Away down on Twenty-seventh Street, near Tenth Avenue, where the New York Central toots and grinds and the river craft hoot hoarsely, is an institution of learning supported by a group of wealthy men, yet which is not a charity in any sense of the word; an institution started primarily in the interests of employers, yet which receives the full and hearty support of the Union whose members are employees under those same men; an institution whose executive board, consisting of the most prominent men in the publishing business, holds its annual meetings in the basement of a model tenement on Twenty-eighth Street and Tenth Avenue; an institution which is a paradox. And the name of this inconsistency is "The New York School for Printers' Apprentices."

It was not so long ago—easily within the memory of the older employers of the craft—when employers objected—and objected strenuously to the fact that the Union was giving them poor men. The work of printing makes demands on its followers that are not made in many other crafts. Knowledge of English, discrimination, and above all, ability to "use the head" are requisites, not mere desirabilities. The average boy who went into his five-year period of apprenticeship in the Union received his full-membership card with a thoro foundation in the technique of the composing-room, but with practically nothing else. And a great deal more than ability to distinguish between Bodoni and Puritan Bold, and a knowledge of the intricacies of the Mergenthaler machine, are necessary if good work is to be done. The School is designed to supply these deficiencies.

I had the privilege, not long ago, of attending the annual meeting of the Employing Printers' Section of New York; and I received much enlightenment on the subject of the relations between employer and employed, as well as an insight into the methods of the school: subjects on which I had been theretofore grievously ignorant. When such men as Charles Scribner, Sr., Charles Francis, L. A. Hornstein, and many others whose names are known everywhere in the printing world, get together to do a thing, it is fairly reasonable prognosis that it will not only be done, but done well. And the brief glimpse I had of the school itself convinced me that their object was indeed being superlatively well done. There were classes in English, composition, punctuation and grammar; there were boys setting up and distributing type from manuscript copy; there were samples of hand-lettering—and good samples they were—on the walls. When one considers that no boy can enter the school unless he has had two years' experience—a necessary condition, as otherwise there would not be accommodations for all applicants—it is easy to understand that the apprentice is graduated well on the road to become an expert.

This is not an article on the school in all its details, but a general outline of its object and accomplishments; so I shall not go into the details of its finances, methods, rules, and the like. Suffice it to say that the men who undertake the expense—a very slight one indeed—of sending their employees there, look upon the money in the light of an investment, from which hundred per cent. returns are expected—and received. No more do the employers rave at the Unions for the poor workmen they supply; the Union and the employer have united, to the good of both. The employers have realized that it was not entirely the Unions' fault that the men supplied were not up to standard; and the Unions know that it is to the best interest of themselves as well as the employers that the men be trained thoroly before they receive their qualifications as full-fledged master-workmen. The school marks a great step in advance in the ancient and honorable craft of printing.—Leslie's Weekly.

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"ADVERTISING NEWS"

A change has been made in the New York City publication known as "The Publishers' Guide." It is now "The Advertising News." Mr. George French, a well known writer on advertising, is the new editor, of whom it is stated, "He is known everywhere as the leading student in all fields that affect advertising. He is a fluent and interesting writer, a good speaker and popular teacher." The development of advertising during the last decade has been remarkable and the possibilities of the promotion of business thru the new advertising have been so thoroly exemplified as to make the folly of following along in the old methods, or ruts, apparent to every progressive publisher. The creating of efficient advertising has become a profession.

Advertising is an applied science and there seems abundance of room for all the worthy publications issued for its teaching and promotion. Newspaper makers do not sufficiently study the different departments of the broadening branches of the newspaper publishing business. There is no man in the calling but that could be profited, a hundred fold, by the taking and reading carefully, attentively and studiously, from three to four journals devoted to the calling and its different branches. We know, on the testimony of many of those who have faithfully made the trial of careful study, notation and application, that there is not a single issue of the National Printer-Journalist that does not contain facts, suggestions, directions and practical teachings worth a hundred times the cost of the publication to the regular subscriber. There is not an issue but that gives useful, helpful, interesting and inspiring experiences, methods and suggestions from hundreds of different sources. There is not a journal of the trade, of any standing, but that will repay ten times the cost, besides affording the great pleasure of being broadly informed of the calling, its influence and possibilities, and as to the most worthy and successful workers therein, their lives, views, useful services, successes, and aims.

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INDEXING AND EXPLAINING NEW ADS

The Courier of Gibson, Illinois, gives an index of contents of each issue, and does not fail to call attention to the fact of the addition of a prominent advertiser to its advertising columns. The exploiting of a scoop in the advertising department ought to be as profitable as that of heralding a scoop in securing the news, and then, the advertiser is naturally pleased and others, who should be advertisers, are influenced, more or less. by the noted example of a new advertiser, especially if the new advertiser be one who has made a notable success.

In this day of large newspapers, an index of contents by pages—on the first column of the first, if practical or reasonably possible—is a service that is appreciated and will prove profitable. It enables the busy reader to locate at once just the news or other matter in which he is especially interested, and also advertises the broad field of news and other service given by the publication.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE country press is the favorite theme of ridicule and jest among the city-paper ginks, who roast us with some zest; but I shall cite a fact or two and each fact cited clinch—to prove the country newspaper game is no soft snap nor cinch; and as a taxer of real skill, or thing worth honest praise, the city editor's lofty job has skinned a hundred ways.

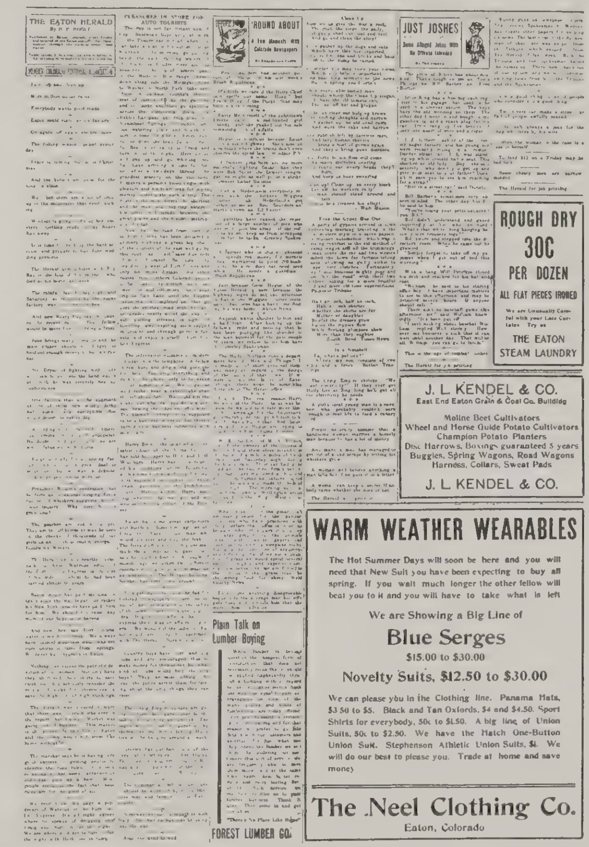
The city man has everything by modern genius wrought, to aid him in his daily stunt of molding public thought; he has the means—material, too—he knows no want nor need—has only his one task to do—no other need he heed: each man's a specialist in his line, like clockwork moves the plant where city daily sheets are made, attuned to Money's chant.

How different fares the country geek who would a paper make! Equipped with rattletrap machines, which cause a man to break his back and that commandment, too, which says, "Thou shalt not swear"—no wonder that he's often moved to rave and tear his hair! But still his work's a work of love and art, in which he blends his honest soul—his entire soul and heart.

A skilled and versatile guy is he, this country newspaper man, who knows his biz from A to Z, and each home clique and clan; and while his squibs doped out each week (though often rich and rare) perhaps with daily paragraphs in technique can't compare, they're honest sentiment, at least, get under people's ribs more oft, I'll bet a hat, than half the stuff writ by His Nibs.

◆ ◆

Some time ago I read the question, and I believe it was asked by some authority, too, "What is a good front page of a newspaper?" I promised to show a reproduction of the front page of the Eaton, Colo., Herald as an answer to that query, and I should have kept my word, but, my copy of the current issue of the Herald got somewhat damaged in transmission thru the mails, so I am going to do something different. I'm not going to show the front page, but one of the inner pages—that inimitable editorial page of Brother Hogue's, in fact—just to illustrate how perfectly the brother is now having the pages of his sheet made up mechanically. (Exhibit 1.) It will be noted that the Herald maker has adopted this department's ideal method of ad-arrangement, and the effect is delightful. This is not the best page in this edition, but the page I would have chosen, because it was more heavily crowded with advertisements, was the one back of the first page, hence it, too, was damaged and wouldn't give a very good result. Brother Hogue is certainly giving his people an ideal paper, particularly since the installation of his new machine.



THE EATON HERALD

PLEASURES IN STORE FOR AUTO TOURISTS

'ROUND ABOUT

A Few Moments With Colorado Newspapers

Clean Up

JUST JOSHES

Some Alleged Jokes With No Offense Intended

ROUGH DRY

30C

PER DOZEN

ALL FLAT PIECES IRONED

We are Unusually Careful with your Lace Curtains. Try us

THE EATON STEAM LAUNDRY

J. L. KENDEL & CO.

East End Eaton Grain & Coal Co. Building

Moline Beet Cultivators

Wheel and Horse Guide Potato Cultivators

Champion Potato Planters

Disc Harrows, Boxings guaranteed 5 years

Buggies, Spring Wagons, Road Wagons

Harness, Collars, Sweat Pads

J. L. KENDEL & CO.

Plain Talk on Lumber Buying

"There's No Place Like Home"

FOREST LUMBER CO.

WARM WEATHER WEARABLES

The Hot Summer Days will soon be here and you will need that New Suit you have been expecting to buy all spring. If you wait much longer the other fellow will beat you to it and you will have to take what is left

We are Showing a Big Line of

Blue Serges

$15.00 to $30.00

Novelty Suits, $12.50 to $30.00

We can please you in the Clothing line. Panama Hats, $3.50 to $5. Black and Tan Oxfords, $4 and $4.50. Sport Shirts for everybody, 50c to $1.50. A big line of Union Suits, 50c to $2.50. We have the Hatch One-Button Union Suit. Stephenson Athletic Union Suits, $1. We will do our best to please you. Trade at home and save money

The Neel Clothing Co.

Eaton, Colorado

Exhibit 1.

One of my weekly pleasures is the privilege of inspecting the Pope County Times of Glenwood, Minn., the excellent sheet of which my friend and former (Lansing, Iowa) neighbor, H. J. Metcalf, a very versatile and talented writer of both prose and verse is editor and owner. Friend Herbert gets out a dandy, live, bright, prosperous-looking sheet, and is commendably strong on editorials of a worth while sort. The Times shop is doubtless well equipped and the advertisements are therefore generally pleasing in composition and design. In exhibits 2, 3 and 4 I show a few of them. I wish this brother would take a tumble to himself, however, in the matter of mechanical makeup; stop that practice of running big displayed ads on his first page and systematize matters in other pages, as the publisher mentioned in the foregoing paragraph has done. I never receive a copy of this Pope County Times that I do not recall the last meeting I had with its editor and publisher, at which time he had all the appearances of ease and prosperity about him and whispered to me the tempting information that I was a fool to be sticking to the newspaper game, or something to that effect. He was then in the "movie" business, I believe. I have never become quite convinced but that the whispered advice was not true; but I notice that Brother Metcalf is back in the old game, and, I'm pleased to note, too, seems to be prospering. It surely seems hard to get that printer's ink off one's hands, once it gets well smeared in.

THE BIRTH OF A NATION

ALEXANDRIA, MINN.

AT

THE COZY THEATRE

SUNDAY MAY 28 | MONDAY MAY 29 | TUESDAY MAY 30

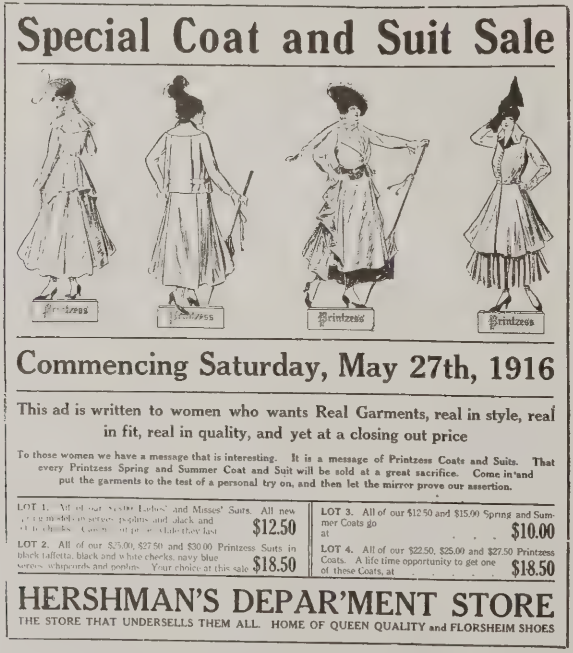
TWICE DAILY AT 2:15 P. M. AND 8:15 P. M.

D. W. Griffith's "The BIRTH OF A NATION," presented by Elliott & Sherman, with Full Symphony Orchestra

Prices: 50c, 75c, $1.00 and $1.50. Seats can be reserved at any time. Remit by check or draft to the Cozy Theatre, Alexandria, Minnesota.

This great entertainment will be put on exactly the same in Alexandria as it was in Minneapolis, and all other large cities. Let nothing interfer to prevent you from witnessing this World's Eighth Wonder

Exhibit 2.


Printzess
Printzess
Printzess
Printzess

Special Coat and Suit Sale

Commencing Saturday, May 27th, 1916

This ad is written to women who wants Real Garments, real in style, real in fit, real in quality, and yet at a closing out price

To those women we have a message that is interesting. It is a message of Printzess Coats and Suits. That every Printzess Spring and Summer Coat and Suit will be sold at a great sacrifice. Come in and put the garments to the test of a personal try on, and then let the mirror prove our assertion.

LOT 1. All of our $15.00 Ladies' and Misses' Suits. All new spring models in serges, poplins and black and white checks. [illegible] price while they last $12.50

LOT 2. All of our $25.00, $27.50 and $30.00 Printzess Suits in black taffetta, black and white checks, navy blue serges, whipcords and poplins. Your choice at this sale $18.50

LOT 3. All of our $12.50 and $15.00 Spring and Summer Coats go at . . . $10.00

LOT 4. All of our $22.50, $25.00 and $27.50 Printzess Coats. A life time opportunity to get one of these Coats, at $18.50

HERSHMAN'S DEPAR'MENT STORE

THE STORE THAT UNDERSELLS THEM ALL. HOME OF QUEEN QUALITY and FLORSHEIM SHOES

Exhibit 3.

In WAR or PEACE

Memorial Day commemorates the heroic valor of the men of this nation. Whatever men may do hereafter in the cause of humanity and in the sacred name of patriotism, each recurrence of this day should be an occasion for a backward look at past heroisms and a forward look at future consecrations.

In the meanwhile, we are here, doing our accustomed work, living our daily lives. The things we have to do, here and now, may be all the service we shall be called upon to render. Our first duty is to do the things assigned to us as well as we can.

That's why we are trying to do our business of selling high grade merchandise, supplies and furnishings. It may seem a little prosaic and lacking in heroic elements, but sometimes the finest thing a man can do, is to do the common place prosaic thing with high spirit.

Glenwood Mercantile Co.
G. H. THACHER, President

Exhibit 4.

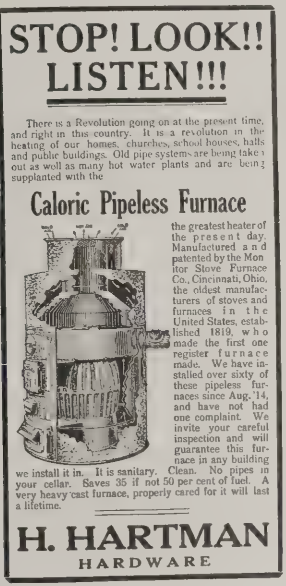
◆ ◆

Occasionally I get a copy of The Jefferson County (Wis.) Union, published at Ft. Atkinson by ex-Governor Hoard and edited and managed by that gentleman's able son Herbert L. Hoard, the enterprising president of the Wisconsin State Press Association. When the occasional copy of the Union comes, if I have time, I look it over and then lay it carefully away for future reference. For instance, I have here a copy which has been in my possession for almost a year. The editorial page in the Union is a great feature. There's nothing else in this page but editorials—pretty clever stuff, too, notwithstanding that I never agree with the brother when he refers to state politics. And every once in awhile Brother Hoard will break loose with a merited roast on some of the abuses heaped upon the home press and the editors, just as he has done in this issue I'm looking over. Here he lands on the practice of the various county fair associations in handing out complimentary tickets to editors ("lemons" he calls 'em) with the expectation of getting "fourteen dollar's worth of advertising" in return. It is a well deserved rap, in the course of which the author says:

> "The word 'Complimentary' on a ticket is an insult after service has been well performed, therefor. No editor wants the Fair officers to give him anything. He has too much self respect. He wants merely pay for service and proper pay, either in negotiable tickets or cash."

◆ ◆

Brother Hoard will pardon the remark, but it seems a pity that a sheet with such an amount of availiable space (the Union is a seven-column quarto, printed all at home) should have that column of antiquated nonpareil business cards, etc., and the other column or two of displayed advertisements on its front page. I am pleased, however, to note that the ad-compositors on this paper do their work well. See exhibit 5 for example.



STOP! LOOK!! LISTEN!!!

There is a Revolution going on at the present time, and right in this country. It is a revolution in the heating of our homes, churches, school houses, halls and public buildings. Old pipe systems are being taken out as well as many hot water plants and are being supplanted with the

Caloric Pipeless Furnace

the greatest heater of the present day. Manufactured and patented by the Monitor Stove Furnace Co., Cincinnati, Ohio, the oldest manufacturers of stoves and furnaces in the United States, established 1819, who made the first one register furnace made. We have installed over sixty of these pipeless furnaces since Aug. '14, and have not had one complaint. We invite your careful inspection and will guarantee this furnace in any building we install it in. It is sanitary. Clean. No pipes in your cellar. Saves 35 if not 50 per cent of fuel. A very heavy cast furnace, properly cared for it will last a lifetime.

H. HARTMAN
HARDWARE

Exhibit 5.

◆ ◆

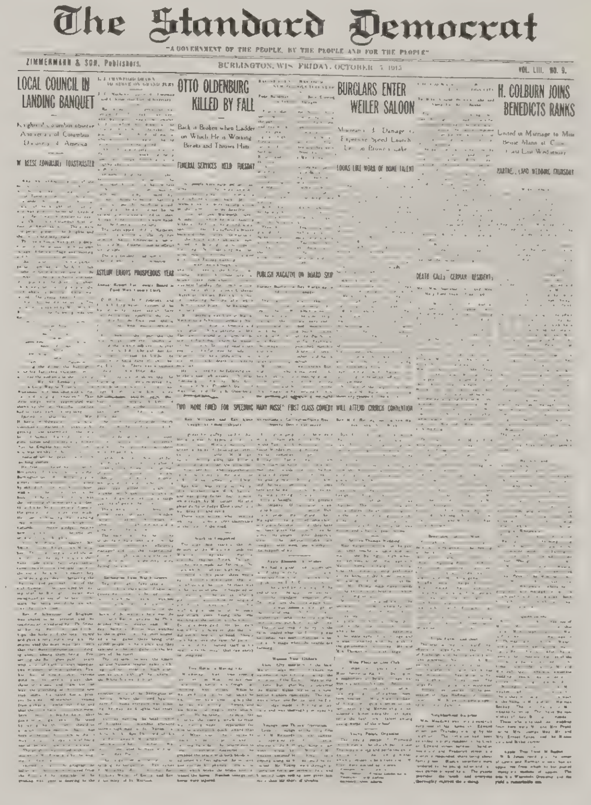
Almost as long a time as that mentioned in the above paragraph have I been holding this copy of the Standard Democrat of Burlington, Wis., the first page of which I reproduce herewith as exhibit 6. This is Zimmermann & Son's paper, the son being one of the several Wisconsin printers whose acquaintance I had the good fortune to make at the state press conference in Madison a year ago. This is truly a very neat handsome, newsy page, the balance achieved being perfect.

◆ ◆

Next I beg to call attention to this front page of the Jackson County Journal another Wisconsin weekly, known to many as Hon. Merlin Hull's paper. (Exhibit 7). Most anyone will concede that this is a most remarkable newspaper page, remarkabie because of its great abundance of news paragraphs and the striking absence of head-lines. For the face of a sheet, the effect to me is rather heavy and monotonous. I would prefer the longer stories headed up. This need not be done sensationally, but modestly and neatly if preferred, and the natural result would be a brighter, newsier, aspect. The print secured on the Journal is delightfully good, and these two advertisements at the lower corners of this page do not look bad, simply because they are so artistically gotten up. And this is true of all the advertisements in this paper, of which I am pleased to reproduce a couple herewith as exhibits 8 and 9.

◆ ◆

What a radical contrast with the paper last reviewed above is this Montana sheet, The Judith Gap Journal. The matter of displayed heads in this instance is doubtless a trifle overdone—not in the number of heads, but rather in the size of type used. But this is typical of the west—audacious dash and display. (Exhibit 10.) As will be seen by the several specimens which appear in this reproduction of the front page, the ads in this little paper are well handled. and in exhibit 11 I am showing another rather clever specimen. Lyle A. Cowan is the editor and publisher of this bright Montana organ.



The Standard Democrat

"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE"

ZIMMERMANN & SON, Publishers. BURLINGTON, WIS. FRIDAY, OCTOBER [illegible] 1915 VOL. LIII. NO. 9.

LOCAL COUNCIL IN LANDING BANQUET

OTTO OLDENBURG KILLED BY FALL

Back is Broken when Ladder on Which He is Working Breaks and Throws Him

FUNERAL SERVICES HELD TUESDAY

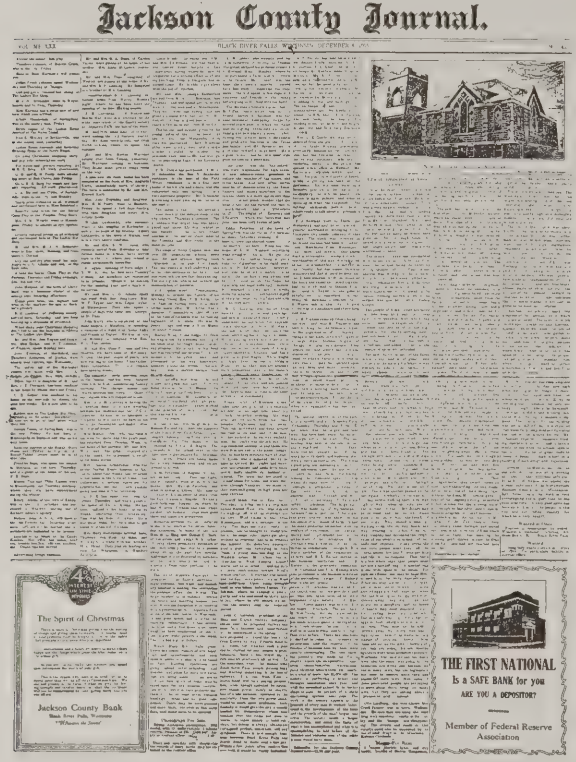
BURGLARS ENTER WEILER SALOON

LOOKS LIKE WORK OF HOME TALENT

H. COLBURN JOINS BENEDICTS RANKS

Exhibit 6.

The Dubuque (Iowa) Telegraph-Herald is one of the smaller-city dailies which I have always admired because of its typography. (Exhibit 12.) This specimen, taken at random, is a fairly representative sample of that which the T.-H. turns out in the way of a front page. Some might consider it a trifle too loud, but all must concede it is very attractive and entertaining, anyway. The full line at top is in red. How well this same paper handles its ads can be seen by this full page specimen (exhibit 13) taken from the same issue. Another daily of the same class, for which I have always had a liking is this La Crosse (Wis.) Tribune, the first page of which I reproduce as exhibit 14.



Jackson County Journal.

BLACK RIVER FALLS, WISCONSIN, DECEMBER 8, 1915

4% INTEREST ON TIME DEPOSITS

The Spirit of Christmas

Jackson County Bank

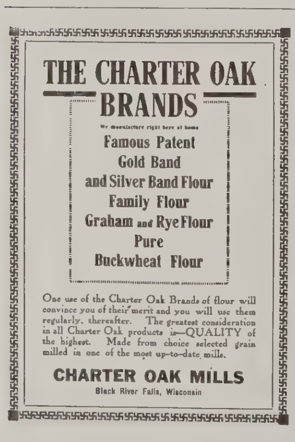
THE FIRST NATIONAL

Is a SAFE BANK for you

ARE YOU A DEPOSITOR?

Member of Federal Reserve Association

Exhibit 7.



THE CHARTER OAK BRANDS

We manufacture right here at home

Famous Patent

Gold Band

and Silver Band Flour

Family Flour

Graham and Rye Flour

Pure

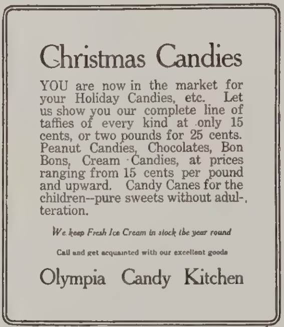
Buckwheat Flour

One use of the Charter Oak Brands of flour will convince you of their merit and you will use them regularly, thereafter. The greatest consideration in all Charter Oak products is—QUALITY of the highest. Made from choice selected grain milled in one of the most up-to-date mills.

CHARTER OAK MILLS

Black River Falls, Wisconsin

Exhibit 8.



Christmas Candies

YOU are now in the market for your Holiday Candies, etc. Let us show you our complete line of taffies of every kind at only 15 cents, or two pounds for 25 cents. Peanut Candies, Chocolates, Bon Bons, Cream Candies, at prices ranging from 15 cents per pound and upward. Candy Canes for the children--pure sweets without adulteration.

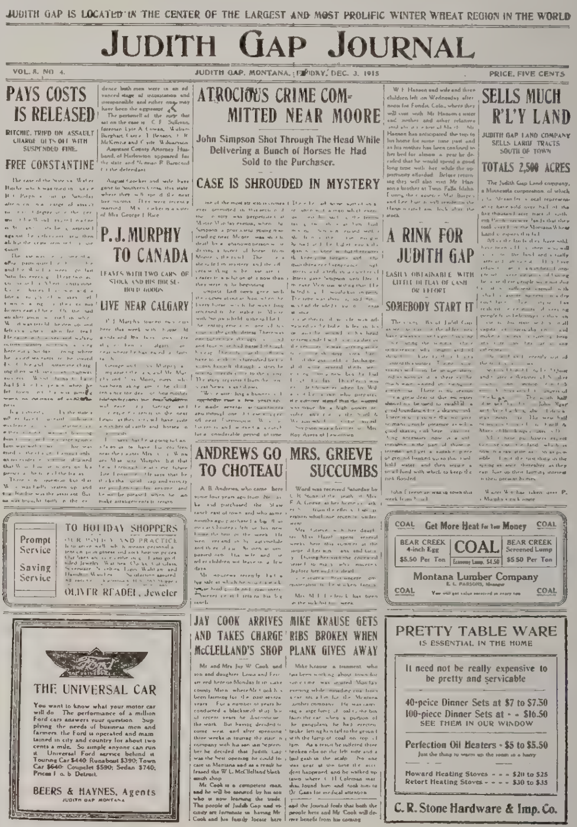
We keep Fresh Ice Cream in stock the year round

Call and get acquainted with our excellent goods

Olympia Candy Kitchen

Exhibit 9.

This page of the Dodge Center (Minn.) Record shown here as exhibit 15 goes a long way toward illustrating the evil effect of running a big displayed advertisement on the front page. I wouldn't have shown it otherwise. The Record is quarto, all-home-printed, hence the use of so much plate. I regret to note that the presswork is defective, evidently the result of imperfect fountain regulation—the great secret of good printing, other things being right, such as impression, make-ready, etc.



JUDITH GAP IS LOCATED IN THE CENTER OF THE LARGEST AND MOST PROLIFIC WINTER WHEAT REGION IN THE WORLD

JUDITH GAP JOURNAL

VOL. 8, NO. 4. JUDITH GAP, MONTANA, FRIDAY, DEC. 3, 1915 PRICE, FIVE CENTS

PAYS COSTS IS RELEASED

RITCHIE, TRIED ON ASSAULT CHARGE, GETS OFF WITH SUSPENDED FINE.

FREE CONSTANTINE

ATROCIOUS CRIME COMMITTED NEAR MOORE

John Simpson Shot Through The Head While Delivering a Bunch of Horses He Had Sold to the Purchaser.

CASE IS SHROUDED IN MYSTERY

SELLS MUCH R'L'Y LAND

JUDITH GAP LAND COMPANY SELLS LARGE TRACTS SOUTH OF TOWN

TOTALS 2,500 ACRES

P. J. MURPHY TO CANADA

LEAVES WITH TWO CARS OF STOCK AND HIS HOUSEHOLD GOODS

LIVE NEAR CALGARY

A RINK FOR JUDITH GAP

EASILY OBTAINABLE WITH LITTLE OUTLAY OF CASH OR EFFORT

SOMEBODY START IT

ANDREWS GO TO CHOTEAU

MRS. GRIEVE SUCCUMBS

TO HOLIDAY SHOPPERS

OUR POLICY AND PRACTICE

Prompt Service

Saving Service

OLIVER READEL, Jeweler

COAL Get More Heat for the Money COAL

BEAR CREEK 4-inch Egg $5.50 Per Ton

COAL

BEAR CREEK Screened Lump $5.50 Per Ton

Montana Lumber Company

E. L. PARSONS, Manager

JAY COOK ARRIVES AND TAKES CHARGE McCLELLAND'S SHOP

MIKE KRAUSE GETS RIBS BROKEN WHEN PLANK GIVES AWAY

THE UNIVERSAL CAR

You want to know what your motor car will do. The performance of a million Ford cars answers your question. Supplying the needs of business men and farmers, the Ford is operated and maintained in city and country for about two cents a mile. So simple anyone can run it. Universal Ford service behind it. Touring Car $440; Runabout $390; Town Car $640; Coupelet $590; Sedan $740; Prices f. o. b. Detroit.

BEERS & HAYNES, Agents

JUDITH GAP MONTANA

PRETTY TABLE WARE

IS ESSENTIAL IN THE HOME

It need not be really expensive to be pretty and servicable

40-peice Dinner Sets at $7 to $7.50

100-piece Dinner Sets at - - $16.50

SEE THEM IN OUR WINDOW

Perfection Oil Heaters - $5 to $5.50

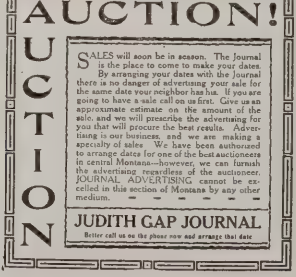
Just the thing to warm up the room in a hurry

Howard Heating Stoves - - - $20 to $25

Retort Heating Stoves - - - - $30 to $35

C. R. Stone Hardware & Imp. Co.

Exhibit 10.



AUCTION!

SALES will soon be in season. The Journal is the place to come to make your dates. By arranging your dates with the Journal there is no danger of advertising your sale for the same date your neighbor has his. If you are going to have a sale call on us first. Give us an approximate estimate on the amount of the sale, and we will prescribe the advertising for you that will procure the best results. Advertising is our business, and we are making a specialty of sales. We have been authorized to arrange dates for one of the best auctioneers in central Montana--however, we can furnish the advertising regardless of the auctioneer. JOURNAL ADVERTISING cannot be excelled in this section of Montana by any other medium. - - - - - -

JUDITH GAP JOURNAL

Better call us on the phone now and arrange that date

Exhibit 11.

The Spencer (Iowa) News (exhibit 16) is a large sheet, this copy before me consisting of ten pages, each of seven columns. Contents are very good for a home weekly, and one feature which has attracted my attention is the running of the forms of auction bills in the paper as advertisements. In this sample three of these bills appear—two regular quarter-sheets and one occupying a full page of the paper. The News gets a lot of other advertising beside and is withal a very prosperous looking publication. E. M. Glasgow is the editor and proprietor of this paper, and his department of editorials is of a pleasing character, in wide measure.

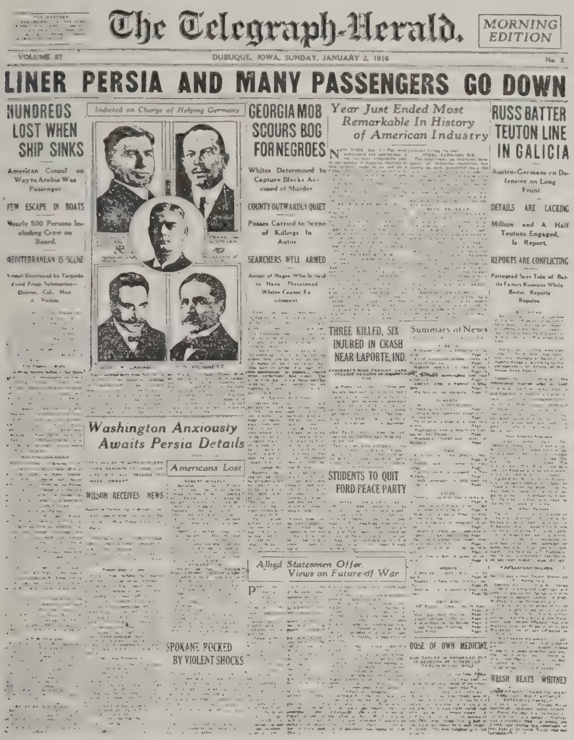

The Telegraph-Herald.
MORNING EDITION
VOLUME 87 DUBUQUE, IOWA, SUNDAY, JANUARY 2, 1916 No. 2
LINER PERSIA AND MANY PASSENGERS GO DOWN
HUNDREDS LOST WHEN SHIP SINKS
American Consul on Way to Arabia Was Passenger
FEW ESCAPE IN BOATS
Nearly 500 Persons Including Crew on Board.
MEDITERRANEAN IS SCENE
Vessel Destroyed by Torpedo Fired From Submarine—Dennis, Col. Man a Victim.
Indicted on Charge of Helping Germany
GEORGIA MOB SCOURS BOG FOR NEGROES
Whites Determined to Capture Blacks Accused of Murder
COUNTY OUTWARDLY QUIET
Posses Carried to Scene of Killings In Autos
SEARCHERS WELL ARMED
Arrest of Negro Who Is Said to Have Threatened Whites Causes Excitement
Year Just Ended Most Remarkable In History of American Industry
RUSS BATTER TEUTON LINE IN GALICIA
Austro-Germans on Defensive on Long Front
DETAILS ARE LACKING
Million and A Half Teutons Engaged, Is Report.
REPORTS ARE CONFLICTING
Petrograd Says Tide of Battle Favors Russians While Berlin Reports Repulse.
THREE KILLED, SIX INJURED IN CRASH NEAR LAPORTE, IND.
Summary of News
Washington Anxiously Awaits Persia Details
Americans Lost
WILSON RECEIVES NEWS
STUDENTS TO QUIT FORD PEACE PARTY
Allied Statesmen Offer Views on Future of War
SPOKANE ROCKED BY VIOLENT SHOCKS
DOSE OF OWN MEDICINE
WELSH BEATS WHITNEY

Exhibit 12.

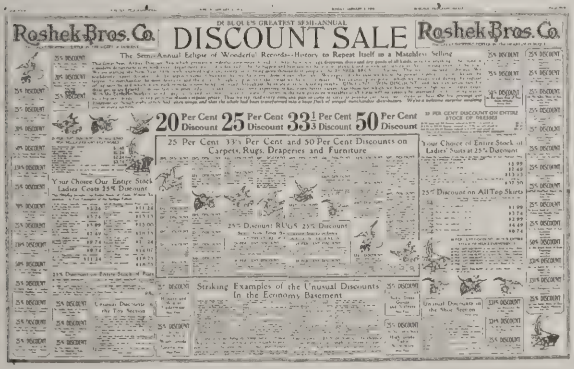

Roshek Bros. Co.
DUBUQUE'S GREATEST SEMI-ANNUAL
DISCOUNT SALE
Roshek Bros. Co.
The Semi-Annual Eclipse of Wonderful Records—History to Repeat Itself in a Matchless Selling
20 Per Cent Discount 25 Per Cent Discount 33⅓ Per Cent Discount 50 Per Cent Discount
25 Per Cent 33⅓ Per Cent and 50 Per Cent Discounts on Carpets, Rugs, Draperies and Furniture
Your Choice Our Entire Stock Ladies Coats 25% Discount
Your Choice of Entire Stock of Ladies' Suits at 25% Discount
25% Discount on All Top Skirts
25% Discount RUGS 25% Discount
Striking Examples of the Unusual Discounts In the Economy Basement

Exhibit 13.

✧ ✧

I have shown a number of front pages in this installment of Newspaper Criticisms, because thereby I hope to inspire and instruct my read-

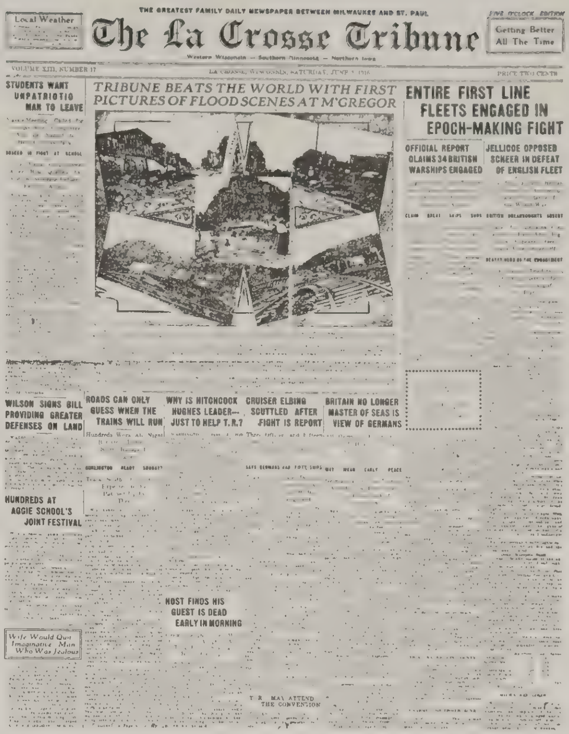

THE GREATEST FAMILY DAILY NEWSPAPER BETWEEN MILWAUKEE AND ST. PAUL
Local Weather
The La Crosse Tribune
FIVE O'CLOCK EDITION
Getting Better All The Time
Western Wisconsin — Southern Minnesota — Northern Iowa
VOLUME XIII, NUMBER 17 LA CROSSE, WISCONSIN, SATURDAY, JUNE 3, 1916 PRICE TWO CENTS
STUDENTS WANT UNPATRIOTIC MAN TO LEAVE
TRIBUNE BEATS THE WORLD WITH FIRST PICTURES OF FLOOD SCENES AT M'GREGOR
ENTIRE FIRST LINE FLEETS ENGAGED IN EPOCH-MAKING FIGHT
OFFICIAL REPORT CLAIMS 34 BRITISH WARSHIPS ENGAGED
JELLICOE OPPOSED SCHEER IN DEFEAT OF ENGLISH FLEET
WILSON SIGNS BILL PROVIDING GREATER DEFENSES ON LAND
ROADS CAN ONLY GUESS WHEN THE TRAINS WILL RUN
WHY IS HITCHCOCK HUGHES LEADER—JUST TO HELP T. R.?
CRUISER ELBING SCUTTLED AFTER FIGHT IS REPORT
BRITAIN NO LONGER MASTER OF SEAS IS VIEW OF GERMANS
HUNDREDS AT AGGIE SCHOOL'S JOINT FESTIVAL
HOST FINDS HIS GUEST IS DEAD EARLY IN MORNING
Wife Would Quit Imaginative Man Who Was Jealous
T. R. MAY ATTEND THE CONVENTION

Exhibit 14.

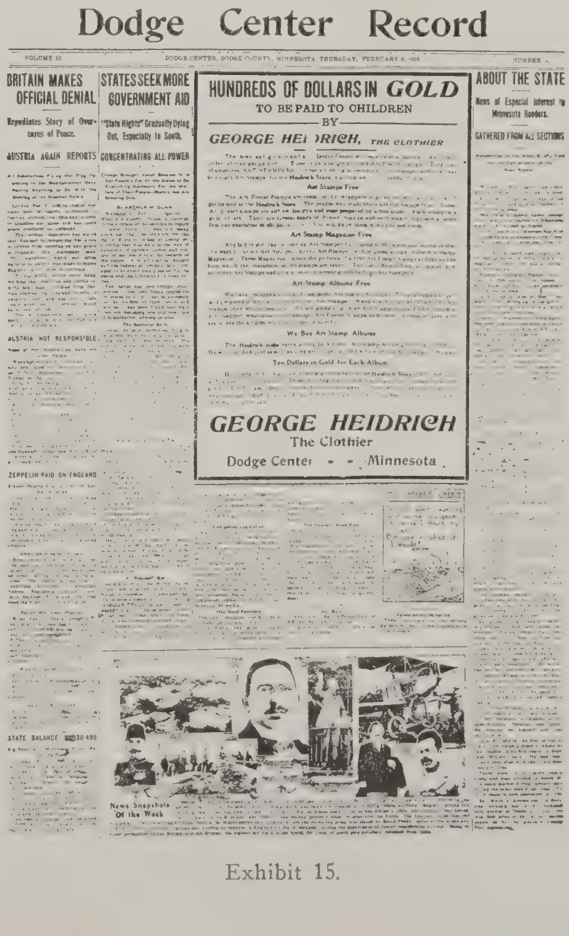
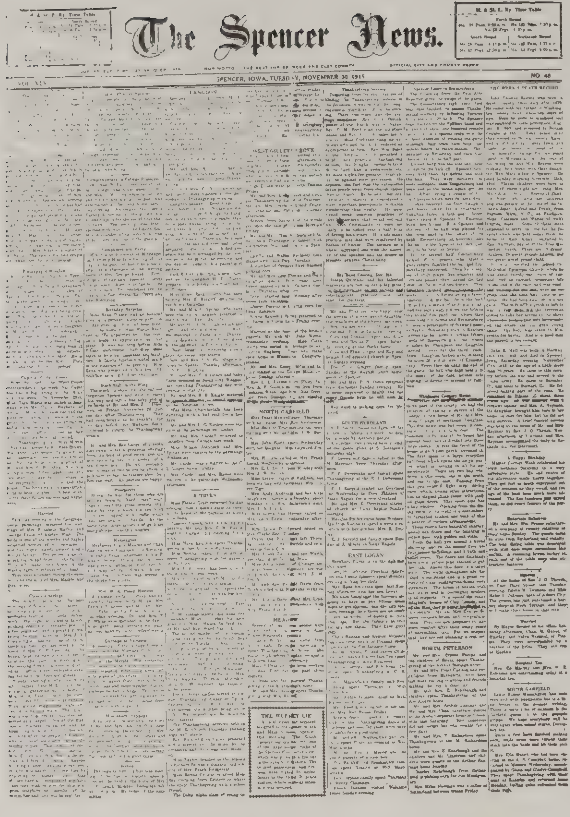

Dodge Center Record
VOLUME 23 DODGE CENTER, DODGE COUNTY, MINNESOTA THURSDAY, FEBRUARY 3, 1916 NUMBER 5
BRITAIN MAKES OFFICIAL DENIAL
Repudiates Story of Overtures of Peace.
AUSTRIA AGAIN REPORTS
STATES SEEK MORE GOVERNMENT AID
"State Rights" Gradually Dying Out, Especially In South.
CONCENTRATING ALL POWER
HUNDREDS OF DOLLARS IN GOLD
TO BE PAID TO CHILDREN
BY
GEORGE HEIDRICH, THE CLOTHIER
Art Stamps Free
Art Stamp Magazine Free
Art Stamp Albums Free
We Buy Art Stamp Albums
Ten Dollars in Gold for Each Album
GEORGE HEIDRICH
The Clothier
Dodge Center - - Minnesota
ABOUT THE STATE
News of Especial Interest to Minnesota Readers.
GATHERED FROM ALL SECTIONS
AUSTRIA NOT RESPONSIBLE
ZEPPELIN RAID ON ENGLAND
STATE BALANCE $330,695
News Snapshots Of the Week

Exhibit 15.


The Spencer News.

M. & St. L. Ry Time Table

SPENCER, IOWA, TUESDAY, NOVEMBER 30 1915

NO. 48

Exhibit 16.

Sauk County Democrat

AND DEMOCRATIC HERALD

VOL. XXXVI. BARABOO, WISCONSIN, WEDNESDAY, NOVEMBER 3, 1915 NO. 45

NOTES OF INTEREST TO OUR FARMERS

PUT OFF THE TRAIN NEAR DEVIL'S LAKE

A NEW FIVE PASSENGER FORD TOURING CAR TO BE GIVEN TO THE SMARTEST HUSTLER

Eleven Prizes and Commissions, Totaling Over $1,000.00, Offered to the People of Sauk County in the Big Subscription Campaign Being Inaugurated by The Democrat

WHO WON PRIZES AT SKILLET FAIR

SAUK COUNTY; ITS TRAVELING LIBRARY

25 PER CENT CASH COMMISSION

SAUK COUNTY FARMERS WHO ARE OPERATING ON SCIENTIFIC METHODS

They Have No Royal Road to Success, but They Seem to Keep the Wolf From the Door by Industry and Sticking to It

Felix A. Ferber, Honey Creek

Exhibit 17

ers, and here is another one—that of the Sauk County (Wis.) Democrat, a Baraboo paper, for this copy of which I am indebted to my friend and frater, Verne S. Pease, whose fertile and facile talent I detect in the Ferber farm feature story toward the bottom. (Exhibit 17.) In a hurried examination I would pronounce the Democrat a very good, bright weekly; defective perhaps in several points technically, but all right generally as a newspaper.

⁂

STRIKING ILLUSTRATION OF ADVERTISING VALUES

The wonderful efficiency of liberal, newspaper advertising, in the producing of business has been proven beyond cavil by the unequaled growth of automobile business. No other manufactured article of modern times has received one-fifth of the intelligent, entertaining, informing, persistent publicity as has the automobile, and so great and rapid have been the sales that one wonders where all the money comes from for the making of the purchases. The great expansion of the business and the unequalled increase in quantity of production, in two decades, as the result of this persistent, well directed newspaper advertising, have resulted in the reduction of prices and the improvement of the quality of machines, until American made cars not only offer greater value, dollar for dollar, than can be obtained in any other country, but, by comparison, greater value, considering material, skill, labor and salesmanship in the cost than ever were offered by any other manufactured articles or machines. Much more than the cost of the advertising has been saved to both the buyers and manufacturers, thru the great economy coming thru the incresased business but many indirect benefits have resulted. As is stated in a recent issue of the New Orleans Picayune:

> Newspaper advertising has made this possible, and the entire country has benefitted. Good roads and fine inns have followed the auto. The great Lincoln Highway, now under construction, is perhaps the greatest testimonial of what the motor car has done for this country. It is only a matter of time when we will have a splendid highway linking Maine and California, with thousands of cars making the trip each month.

Much more than this, life in the country has been made more enjoyable, our cities have cleaner and better streets, stores and factories are greatly aided in the delivery of goods and the expense of the handling of the machinery and other heavy articles or loads by trucks have been greatly reduced and the speed of delivery increased. There is not an industry but that has been benefited in some way by the automobile in some one or the other of its different forms, that has attained its greatness and much of its broad usefulness thru the agency of liberal newspaper advertising.

The Passing of "Hungry Joe"

By E. R. Haynes

Sometimes as I sit by the fire,
A-smokin' my old jimmy pipe
With my memory wheels runnin' backkard
To the days that I spent stickin' type,
Then I fancy I see in the smoke-clouds
Many faces I knew long ago
And I live once again in my musing
Through the years when I knew "Hungry Joe."

Joseph Burns was the name he was christened,
So he said when he came to our place,
But we nicknamed him "Hungry," amongst us
For the look that he wore on his face
Was that of a man that's half famished
And hankering bad for a bite
Just to keep soul and body together—
And "Hungry Joe" sure was a sight.

His cheeks were so sunken and hollow
That the bones stuck out under his eyes,
And his chin was as sharp as a hatchet,
While his neck just half a man's size;
And across his poor back and his shoulders,
His coat, like a rag in the breeze,
Hung in folds, all disheveled and wrinkled,
Half way down to his trembling knees.

And so, in the jest of a moment,
We named the poor guy, "Hungry Joe,"
And the cognomen stuck ever after,
Because it just fitted him so,
But he never complained, never minded
It seemed, when he knew that we spoke
Of his lean and cadaverous figure,
Or mentioned his name as a joke.

So the years rolled around, and poor Joseph
Worked on, a life picture of want,
But we never once thought of the reason
That made him look hungry and gaunt.
Till one day "Hungry Joe" had a spasm
And fell in a faint on the floor;
Well, we couldn't do much for the fellow;
It was "30"—his work days were o'er.

Just once as he lay there, he murmured,
"There's a paper in here will explain."
And he clutched at his poor ragged bosom
Though his eyes never opened again.
Then the breath left his poor stricken body
And we knew 'twas all over with Joe.
For a moment we stood there beside him
And what to do next didn't know.

By and by, Old Man Betts, the comp. foreman,
Knealt over and opened Joe's shirt
And drew from within a torn paper,
Aged yellow and covered with dirt.
Then with reverent fingers he held it
As he stepped to a stone, where outspread
He laid the old sheet, while we fellows
Stood gathered around while he read.

Good Lord, what a story it told us!
A story we knew must be so;
It showed us that one of life's heroes
Was the fellow we called "Hungry Joe."
Years before Joe had gone out one evening,
With friends for a maudlin spree
And while drunk, knocked a lad to the pavement,
Where a car crushed the poor youngster's knee

The accident sobered the toper,
Who straightway resolved from that day
That his life should be spent in the service
Of cripples, and henceforth his pay
(Aside from a few paltry shillings)
Was given each week for the care
Of those who had suffered misfortune—
He chose thus their burdens to share.

And through all the years that Joe labored
In the shop with us there, at the trade,
Never once did he tell how he suffered
With hunger and cold for their aid.
But we knew when we buried his body
In its resting place under the sod
That Joe was indeed a true hero,
A saint and a servant of God!

THE OPPORTUNITY AND JOY OF DOING

Loyalty to a calling, a conscientious desire for worthy, honest accomplishment and useful service help toward success. Preparedness and fitness are essentials but without the other qualities they may count for naught, while one possessed with intelligent enthusiasm will soon find ways to become prepared—fit for every demand. The dull following of the business of newspaper making with no higher aim than having an easy time and barely living off the business is a crime against oneself and the people who give support to the paper. The opportunities for useful service are so numerous and so pressing as to make their neglect an offense, rightly to be resented by the community. The joys of accomplishment are so great that to fail in accomplishment, is a folly.

President Schwab of the Bethlehem Steel Works, with his accumulated millions, speaks from experience when he says there is no real or lasting pleasure in money. The only real joy is in worthy accomplishment. He has refused to accept many millions of dollars for his holdings, not because the price was too small or because the money to be received would not meet his every possible want or desire but because he wants to work with his twenty thousand employes whom he calls and treats, mingles and consults with as partners in the doing of greater and better things. He commenced studying his business,—all the chemistry of ores and everything else useful to the calling,—when he was only a stake carrier for the engineer in making surveys, and was always found with a book at hand, even while a stage driver for his father and a grocery clerk later, so that he advanced with a rapidity unprecendented in the history of the great steel industry.

Greeley, while at work as a printer, studied more hours than do the students of a college. He was possessed with the enthusiasm for newspaper editing, as Schwab was with the enthusiasm for steel production.

There is a joy in work with such a spirit that gives inspiration,—health and long life. If Greeley had stuck to his newspaper work, with all its satisfying, life-giving pleasure, he might easily have lived to be an octogenerian and rounded out a life much more useful to his country and to the age which he lived, than would have been possible to him in political life, even had he been successful in politics.

President Schwab has not only enriched himself and his employe-partners but has helped to enrich his country and to inspire tens of thousands to successful lives but might easily, in case of war, become his country's saviour by furnishing the materials for defense.

We are not intending to eulogize Mr. Schwab but only to impress the thought that we had in mind when we commenced to write, that, with the right spirit of zeal, there is scarcely any limit to the possibilities of useful accomplishment in any calling and especially in that of newspaper making, that furnishes more chances for direct service to a greater number of people,—to a community, city or state,—in proportion, than does any other calling among men in this age and country, where the demand is so great for honest information, encouragement, and the promotion of all helps to good government, to educational and industrial advancement and improvement; to security, health, efficiency and improved conditions in every way.

No one has any valid reason for envying any one for his accumulated millions.

If there is any reason for discontent in this world it is over the accomplishments of others and this should be free of all malice, but be rather a spur to the seeking for the means of greater accomplishment in one's own calling; to the doing things instead of repining over what others have done, however great or worthy.

We want to add right here, as something that has come to mind, in the brief reference to two men of great accomplishment, that men, who have attained, have been men who have studied and deeply thought upon the business in which they have been engaged, and no one can expect success without earnest study and thought. One must know of the work and of the lives of those who have attained. Many say they have not time for reading and study; reading and study saves time thru acquiring of knowledge and strengthening of mind and purpose, and makes possible not only the doing of more work but much better and more effective work that tells for greater profit and success.

* * *

PLAN AN UPLIFT OF PRINTING—A MILLION DOLLAR CAMPAIGN

President Finlay, in his address before the thirtieth Annual Convention of the United Typothetae and Franklin Clubs of America, at Atlantic City, N. J., spoke as follows of a plan for a campaign of education, coöperation and uplift in the printing business to cost a million dollars in the next three years:

"One of the important activities undertaken by the executive council is a coöperative plan in which the national organization and allied industries are to conduct a campaign for a period of three years in every section of the United States, with the object in view of bringing about greatly improved business conditions in the printing industry and all the allied interests by getting the entire country thoroly organized, making the membership universal and the practices in the different industries more uniform and stable.

One Million Dollars for a Campaign

"The cost of this three-year period will be upward of $1,000,000, of which this organization, thru dues of its members, will supply about three-quarters and the allied interests the remainder.

"There can be little question that on the termination of the European war a competitive condition will prevail which makes it incumbent upon American industries to adopt such methods as will safeguard them in the conduct of their business and in the maintenance of fair economic conditions.

"The printing industry will undoubtedly be placed on the defensive and it behooves not only our own members, but printers generally, to work unitedly to minimize, as far as possible, the threatened competition. This means that every printer must give more careful attention to gaining a true knowledge of his costs and a more economical management of his plant. To longer stand alone and refuse to coöperate with his fellow printers spells certain disaster.

"The time has now arrived when all printers must join hands to bring about standardization and uniformity in the entire industry, and thereby be better equipped to withstand the onslaughts of ruinous competition, whether from within or without."

* * *

NEW GENERAL MANAGER

The Keystone Foundry of Philadelphia announces the appointment of Mr. Harry Rowley as its General Manager.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

I FIND many references to the paper situation in the printed matter which comes to my desk. There are also references to the higher cost of engraving, inks, and practically all materials entering into the finished product.

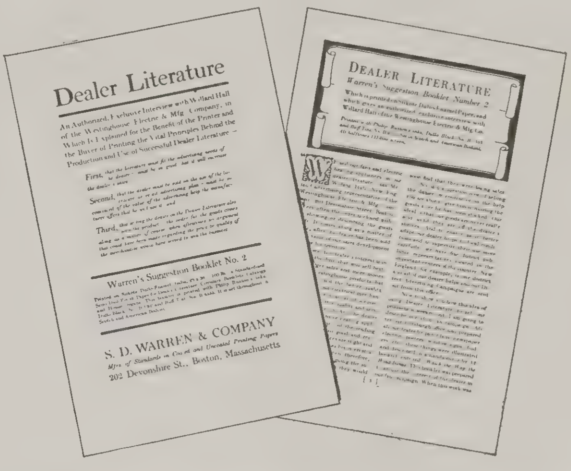
It is, of course, a question as to just how much of an advance in price a printer's customers will stand. The public is being educated to the point where it is demanding good printing, and yet it seems quite certain that many buyers of printing will be demanding, if they have not already done so, that their printed matter shall not cost them more than it has heretofore. This simply means that they will have to be satisfied with a lower grade of paper, fewer color effects, simpler illustrations, and many other economies.

Where this disposition prevails it will be up to the printer to co-operate with his customers to work out these economies at not too great a loss in the general effect. The printer who can produce effective printing by the simplest means, who can get as good results on a low grade of paper as some others will get with the very best, who can get results from a cheap half-tone plate, so that his customer will forget that it is not hand-tooled—this printer is the one who will retain a large amount of his best work, as well as adding on new customers who cannot get as good results where they have been accustomed to deal.

Ae few printers with the highly artistic temperament will, of course, throw up their hands and say that they will refuse to debase their art in accordance with merely commercial demands. This will be a very nice attitude to take if they can put it over; but the chances are that while they are dreaming over art, some other printer will be doing the work.

✧ ✧

I am showing two pages of a booklet sent out by the S. D. Warren Co. of Boston to advertise their handsome line of paper. These papers are, as is well known, capable of taking all kinds of letter press or engraving impressions, and the booklet shows them to wonderfully good advantage. The typography of these pages is something of particular interest to our readers. That is why I am showing these specimens.



Dealer Literature

An Authorized, Exclusive Interview with Willard Hall of the Westinghouse Electric & Mfg. Company, in Which Is Explained for the Benefit of the Printer and the Buyer of Printing the Vital Principles Behind the Production and Use of Successful Dealer Literature —

Warren's Suggestion Booklet No. 2

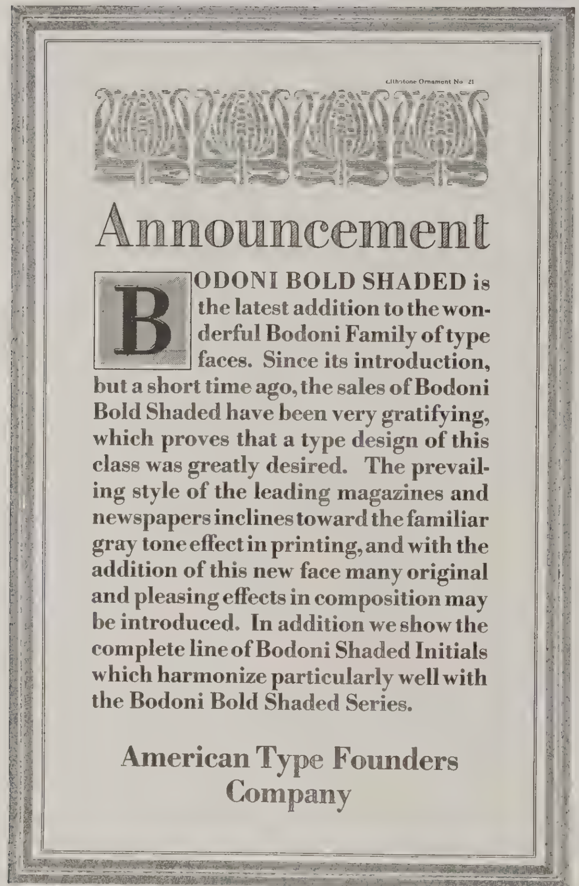
S. D. WARREN & COMPANY
Mfrs. of Standards in Coated and Uncoated Printing Papers
202 Devonshire St., Boston, Massachusetts

DEALER LITERATURE
Warren's Suggestion Booklet Number 2

✧ ✧

Just to show how necessary it is to pay attention to details, let me say that I have received from a concern which sells type metal a circular with return card attached, this card having a one-cent stamp affixed. Well, I say affixed, though so lightly that it was a very easy matter to remove it and put it away in my stamp drawer. Of course, if I had been desperately in need of type metal and knew not where else to turn, I should have been glad to give an extra lick to the stamp, sign the card and send it on its way rejoicing. But not being in dire straits—in fact not being a buyer of type metal at all—I was very willing to profit by the careless work of some clerk in the office from which the card was sent out. Many a sale, however, has been made or lost by no more momentous a circumstance than this. Sometimes the affixing of stamps and mailing of this class of matter is left to the printer, and under such circumstances he should see to it that the work is done properly.

I am much pleased with two new specimen sheets recently sent out by the American Type Founders Company showing Bodoni Bold Shaded and Cheltenham Extrabold Shaded. The shaded types are coming into more general use, due in part to the fact that some of the objections to this style of type have been done away with. Type, at the present time, is made with more uniformity and of greater hardness than formerly, so that even when used on the press this style of type gives better service. A more general use of electrotyping, however, has also made the use of the shaded type more practicable.



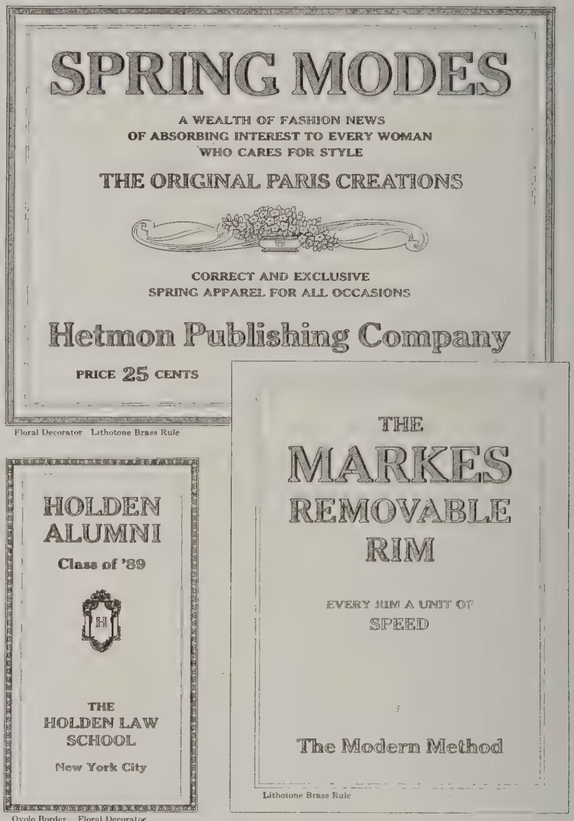
Lithotone Ornament No. 21

Announcement

BODONI BOLD SHADED is the latest addition to the wonderful Bodoni Family of type faces. Since its introduction, but a short time ago, the sales of Bodoni Bold Shaded have been very gratifying, which proves that a type design of this class was greatly desired. The prevailing style of the leading magazines and newspapers inclines toward the familiar gray tone effect in printing, and with the addition of this new face many original and pleasing effects in composition may be introduced. In addition we show the complete line of Bodoni Shaded Initials which harmonize particularly well with the Bodoni Bold Shaded Series.

American Type Founders
Company

Lithotone Brass Rule No. 16918 S



SPRING MODES
A WEALTH OF FASHION NEWS
OF ABSORBING INTEREST TO EVERY WOMAN
WHO CARES FOR STYLE
THE ORIGINAL PARIS CREATIONS
CORRECT AND EXCLUSIVE
SPRING APPAREL FOR ALL OCCASIONS
Hetmon Publishing Company
PRICE 25 CENTS

Floral Decorator Lithotone Brass Rule

HOLDEN
ALUMNI
Class of '89
THE
HOLDEN LAW
SCHOOL
New York City

Ovolo Border Floral Decorator

THE
MARKES
REMOVABLE
RIM
EVERY RIM A UNIT OF
SPEED
The Modern Method

Lithotone Brass Rule

✧ ✧

It is getting to be quite common to add a touch of style to a booklet by making the cover with flaps which fold over inside, not only giving the booklet an "aristocratic" touch but also adding stiffness to the cover. Where it is desired to send a return card with the booklet the flap can be utilized for this purpose. In fact, I have before me a booklet of this type with a return card on each flap, each one requesting a catalogue or sample book along some particular line.

"Ben Franklin" seems still to be noted for the wisdom of his sayings. At any rate I find many things of infinite worth in the Ben Franklin Monthly. Here is one of them, under the title, "How to Overcome Competition":

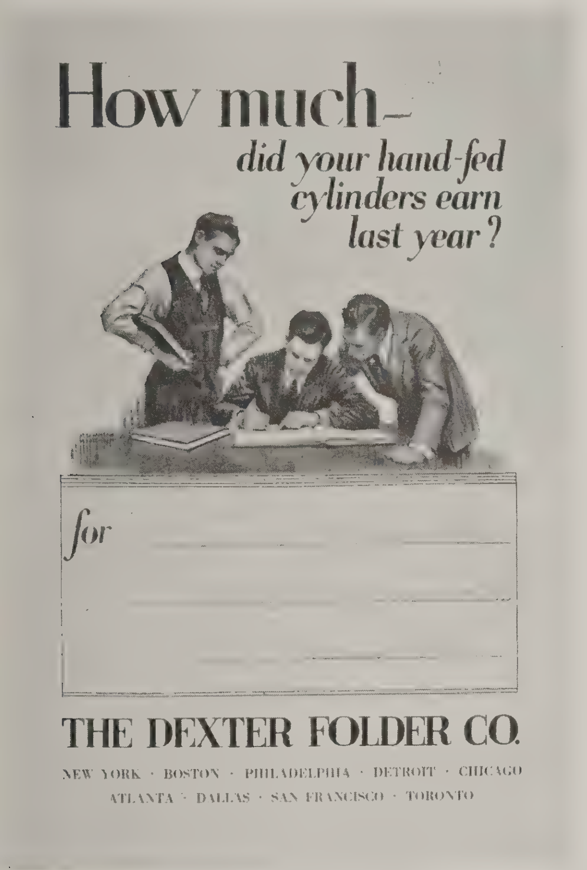
> You've a number of customers who give you preference on all work. They like you personally and know you can do work to please them. Suppose you begin to think about their business between orders—figure out better forms for their office use or some supplementary material to use in connection with their advertising.
>
> Work it up in good shape—sketch it in dummy form—think over it until you are sure it's O. K. Then drop in without waiting for a call and lead up to your subject, trying to find out if your customer's mind is open you had been thinking about a form that would help him a great deal—in fact, as you understand conditions in his office, it is quite essential to him.
>
> But don't show him the dummy—tell him you will work out your ideas and lay them before him later—it will take some time to do it right, but you want to help him.
>
> If he is friendly to your plan you can go back in a few days with your dummy—but don't have a "dummy" price—make that a live one with a living profit. You have a cinch on that job, and you get it sure.
>
> I've only laid down one example to show my idea how we can become real salesmen to the betterment of ourselves and the industry. It is endless, for you can keep on working this same plan until you are completely

tied up with original business from regular customers and haven't time to bother with competitive work, anyway.

Every printer following this thought can create new work for himself, and withdraw from competition. He will likewise more firmly establish relations with his customers so that outsiders will not break in.

◆ ◆

There is nothing like the promise of an opportunity to save money to attract attention. This first page of a folder sent out by The Dexter Folder Company is a case in point. There are six pages to the folder, on four of which similar illustrations are introduced to emphasize the money-saving idea. The illustrations are well worked out and the printing is of the very best, so that altogether it is a most effective piece of advertising matter.



How much—

did your hand-fed cylinders earn last year?

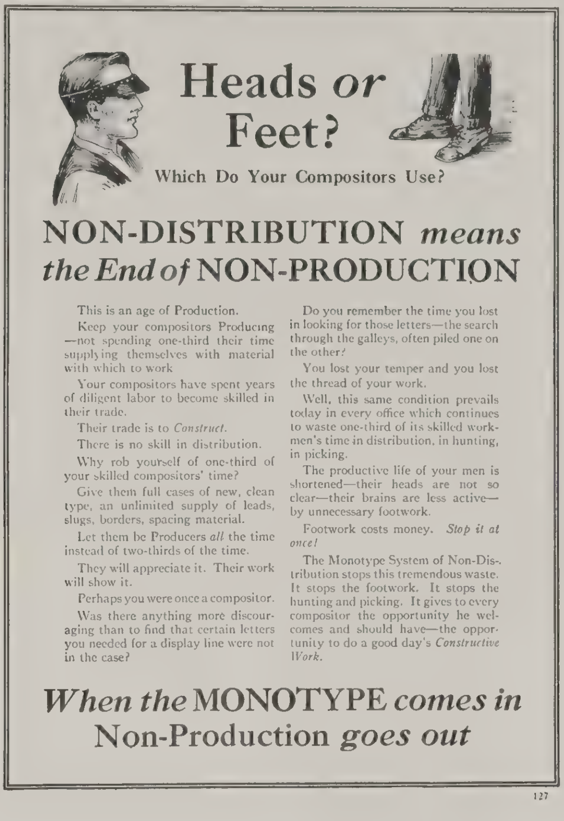
for

THE DEXTER FOLDER CO.

NEW YORK · BOSTON · PHILADELPHIA · DETROIT · CHICAGO
ATLANTA · DALLAS · SAN FRANCISCO · TORONTO

◆ ◆

Looking through a recent copy of Monotype, published by the Lanston Monotype Machine Company, this page attracted my attention most. It makes a strong appeal, both by reason of its illustrations, its wording and its typographic appearance. Notice, too, how simple it is. Just a plain rule border, no broken lines or irregular panels of any kind, no mortising of type into irregular cuts, no initial letters, and just the plainest type which any office might possess. And yet the result is satisfactory beyond criticism. It is as good an example as one may see of the effective results which may be achieved by a simple means.



Heads *or* Feet?

Which Do Your Compositors Use?

NON-DISTRIBUTION *means the End of* NON-PRODUCTION

This is an age of Production.

Keep your compositors Producing—not spending one-third their time supplying themselves with material with which to work

Your compositors have spent years of diligent labor to become skilled in their trade.

Their trade is to *Construct.*

There is no skill in distribution.

Why rob yourself of one-third of your skilled compositors' time?

Give them full cases of new, clean type, an unlimited supply of leads, slugs, borders, spacing material.

Let them be Producers *all* the time instead of two-thirds of the time.

They will appreciate it. Their work will show it.

Perhaps you were once a compositor.

Was there anything more discouraging than to find that certain letters you needed for a display line were not in the case?

Do you remember the time you lost in looking for those letters—the search through the galleys, often piled one on the other?

You lost your temper and you lost the thread of your work.

Well, this same condition prevails today in every office which continues to waste one-third of its skilled workmen's time in distribution, in hunting, in picking.

The productive life of your men is shortened—their heads are not so clear—their brains are less active—by unnecessary footwork.

Footwork costs money. *Stop it at once!*

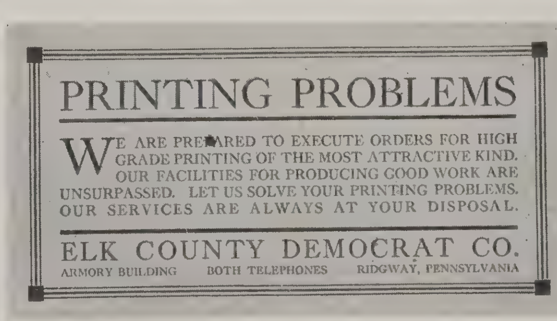
The Monotype System of Non-Distribution stops this tremendous waste. It stops the footwork. It stops the hunting and picking. It gives to every compositor the opportunity he welcomes and should have—the opportunity to do a good day's *Constructive Work.*

When the MONOTYPE *comes in* Non-Production *goes out*

127

◆ ◆

Tom Carrigan, Ridgway, Pa., is responsible for this most satisfactory blotter. It is in green black and orange on a light orange tinted stock. All of the lettering except the large initial are in the green black, with the rules and initial in orange. It is a good example of what effective work can be done with a plain series of type.



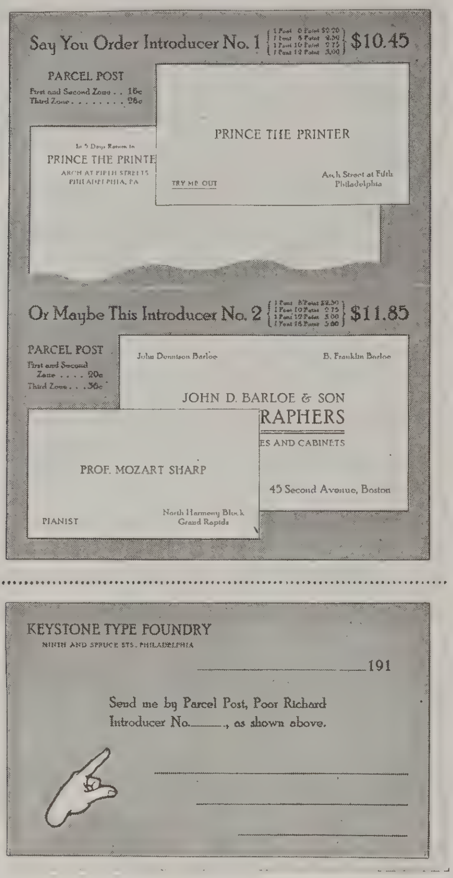
PRINTING PROBLEMS

WE ARE PREPARED TO EXECUTE ORDERS FOR HIGH GRADE PRINTING OF THE MOST ATTRACTIVE KIND. OUR FACILITIES FOR PRODUCING GOOD WORK ARE UNSURPASSED. LET US SOLVE YOUR PRINTING PROBLEMS. OUR SERVICES ARE ALWAYS AT YOUR DISPOSAL.

ELK COUNTY DEMOCRAT CO.

ARMORY BUILDING BOTH TELEPHONES RIDGWAY, PENNSYLVANIA

The Keystone Type Foundry, Philadelphia, has a new type face which it calls Poor Richard. Very likely it was given this title because it is a general purpose type, good in almost any place, so that a printer of limited means would need little else in the way of display faces. At any rate, that is what it means to me.



Say You Order Introducer No. 1 {1 Font 6 Point $2.20 / 1 Font 8 Point 2.50 / 1 Font 10 Point 2.75 / 1 Font 12 Point 3.00} $10.45

PARCEL POST
First and Second Zone . . 16c
Third Zone 28c

In 5 Days Return to
PRINCE THE PRINTE
ARCH AT FIFTH STREETS
PHILADELPHIA, PA

PRINCE THE PRINTER
TRY ME OUT
Arch Street at Fifth
Philadelphia

Or Maybe This Introducer No. 2 {1 Font 8 Point $2.50 / 1 Font 10 Point 2.75 / 1 Font 12 Point 3.00 / 1 Font 18 Point 3.60} $11.85

PARCEL POST
First and Second Zone 20c
Third Zone . . . 36c

John Dennison Barloe
B. Franklin Barloe
JOHN D. BARLOE & SON
RAPHERS
ES AND CABINETS
45 Second Avenue, Boston

PROF. MOZART SHARP
PIANIST
North Harmony Block
Grand Rapids

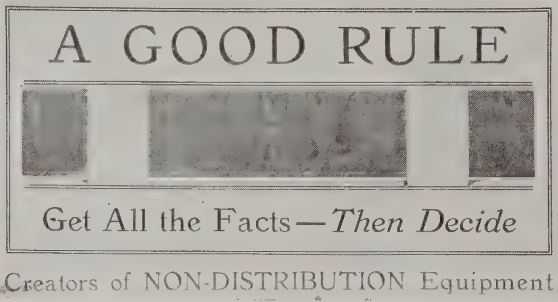
KEYSTONE TYPE FOUNDRY
NINTH AND SPRUCE STS., PHILADELPHIA

________________191

Send me by Parcel Post, Poor Richard Introducer No.______, as shown above.

◆ ◆

In order to give a practical illustration of "A Good Rule" the Monotype people send out a card in which is inserted a piece of rule made on the machine. There is nothing like showing the goods.

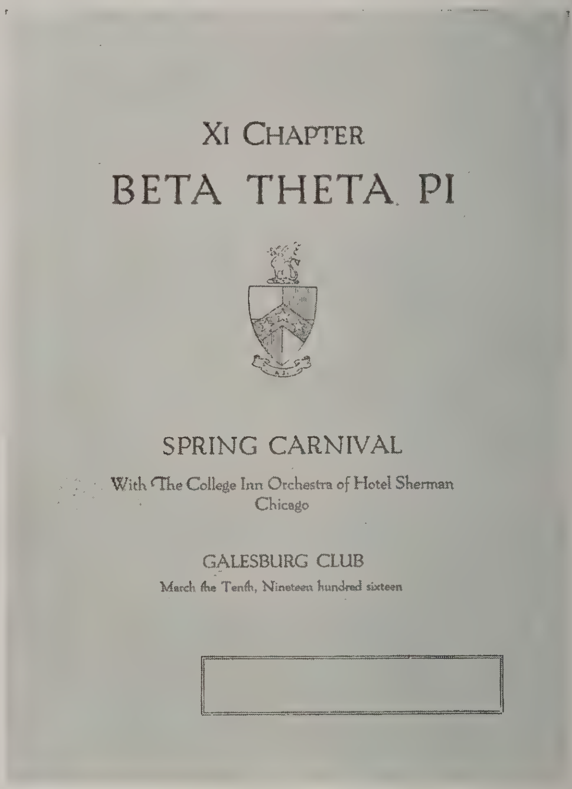


A GOOD RULE

Get All the Facts—*Then Decide*

Creators of NON-DISTRIBUTION Equipment

Walter Wallick, Galesburg, Ill., has been doing some very attractive society printing. Several specimens have come in recently, one of which I am glad to reproduce. Others are worthy of it, but do not lend themselves very readily to the engraver's art.



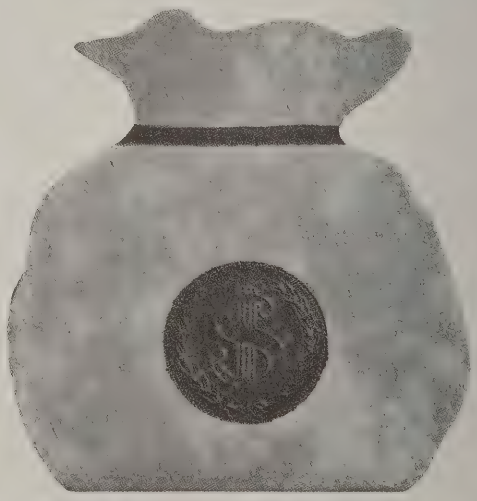
XI CHAPTER
BETA THETA PI

SPRING CARNIVAL
With The College Inn Orchestra of Hotel Sherman
Chicago

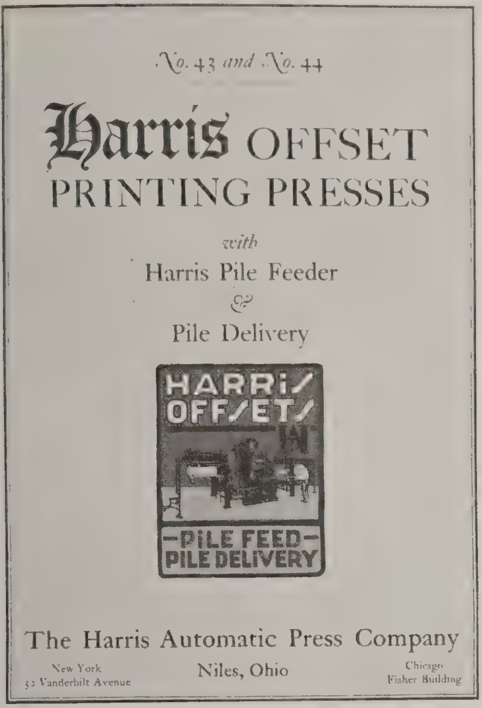
GALESBURG CLUB
March the Tenth, Nineteen hundred sixteen

◆ ◆

The unusual shape of a piece of printed matter very often attracts the attention when nothing else will. Here is a little booklet sent out by J. A. Richards Company, Albion, Mich., who are manufacturers of steel dies for this kind of work.



The Harris Automatic Press Company, Niles, Ohio, prepared its catalog in loose-leaf shape and adds a new sheet to it from time to time. I am showing some of the most recent sheets, which are excellent specimens of work in two colors done by the Marchbanks Press.


No. 43 and No. 44

Harris OFFSET PRINTING PRESSES

with

Harris Pile Feeder

&

Pile Delivery

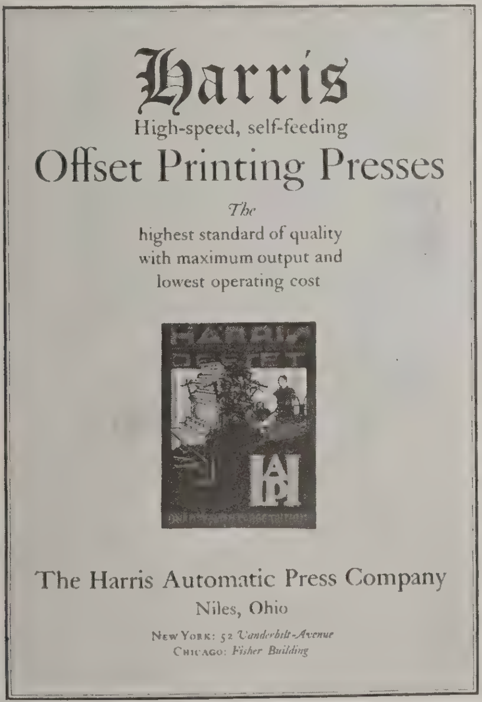
HARRIS OFFSETS
PILE FEED
PILE DELIVERY

The Harris Automatic Press Company

New York
52 Vanderbilt Avenue

Niles, Ohio

Chicago
Fisher Building


Harris

High-speed, self-feeding

Offset Printing Presses

The
highest standard of quality
with maximum output and
lowest operating cost

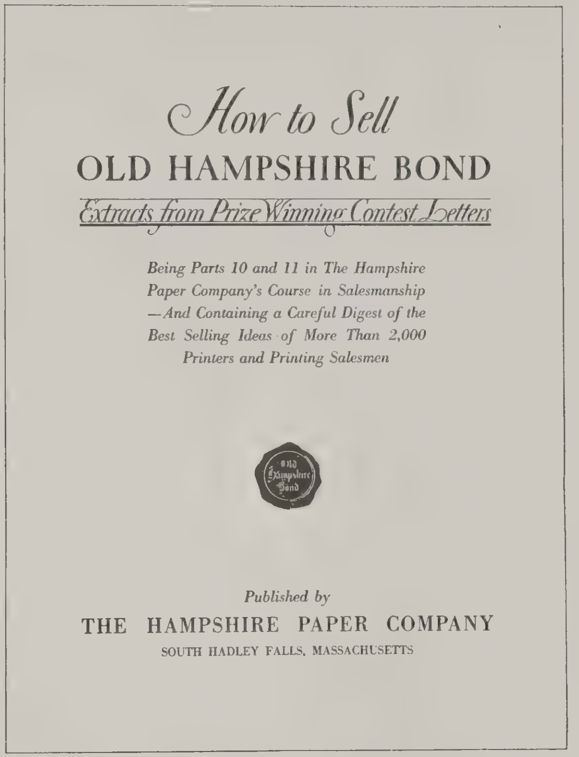
HARRIS
OFFSET

The Harris Automatic Press Company

Niles, Ohio

New York: 52 Vanderbilt-Avenue
Chicago: Fisher Building

The Hampshire Paper Company, South Hadley Falls, Mass., offered a number of prizes for letters on how to sell Old Hampshire bond. The prize-winning letters, together with a number of extracts from other letters submitted, were printed in a most attractive book and given quite a wide circulation. Of course the book was printed on Old Hampshire bond, and in regular letter size, so that in addition to giving some good sales talks, it helped the recipients to become familiar with this popular brand of paper. The work was entrusted to a very careful and competent printer, though his imprint does not appear on the work.


How to Sell

OLD HAMPSHIRE BOND

Extracts from Prize Winning Contest Letters

Being Parts 10 and 11 in The Hampshire
Paper Company's Course in Salesmanship
—And Containing a Careful Digest of the
Best Selling Ideas of More Than 2,000
Printers and Printing Salesmen

Old
Hampshire
Bond

Published by

THE HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASSACHUSETTS

✧ ✧

Taylor & Taylor of San Francisco continue to get some of the most clever and convincing stuff into their little house organ, The T&T Imprint. Take, for instance, this little article under the title "Think It Over." It has a world of wisdom in it for the printer. Let me repeat it entire:

"Why should I pay four or five dollars for a thousand letterheads when I can buy them for three?" Have you ever asked yourself that question? Many business men have, but you can spot their correspondence. "Why should I pay thirty or forty dollars for a suit when I can buy one for fifteen?"

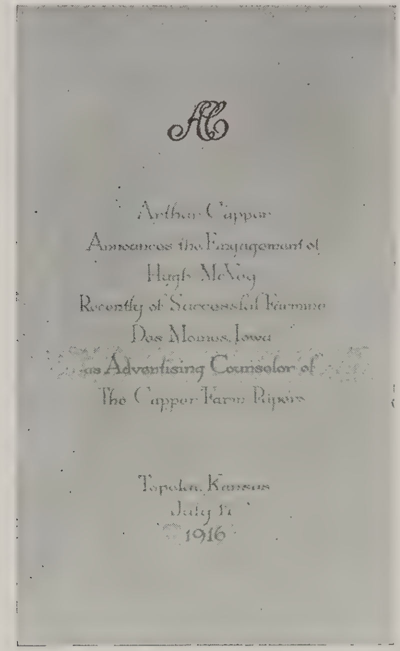
Have you ever asked yourself that question?

A few business men have, but you can pick them out almost immediately.

"Why should I pay fifty dollars a week for a salesman when I can hire one for twenty?"

Have you ever asked yourself that question? Not if you are a business man. No business man asks a question like that.

The salesman that will work for twenty dollars is worth just twenty dollars. The business he brings in is worth only twenty dollars. He is a twenty-dollar man, and when matched against the fifty-dollar man of a competitive house, he never gets the order. He can't. He is outclassed.



AC

Arthur Capper
Announces the Engagement of
Hugh McVey
Recently of Successful Farming
Des Moines, Iowa
as Advertising Counselor of
The Capper Farm Papers

Topeka, Kansas
July 1
1916

You can no more expect the low-priced salesman to equal the high-priced salesman than you can expect a Ford to equal a Packard.

Printing is subject to the same comparison. The difference between high-priced printing and low-priced printing is more subtle, but the difference is there, and it is just as important.

The man who buys two-dollar letterheads is going to receive two-dollar value. They will produce two-dollar prestige, the same kind of prestige that a two-dollar hat produces in a crowd of five-dollar Stetsons.

The man who buys twenty-dollar booklets instead of fifty-dollar booklets is going to receive only twenty-dollars' worth of selling energy, when perhaps his proposition needs fifty dollars' worth.

The twenty-dollar booklet will work twenty dollars worth and then quit. The fifty-dollar booklet will work fifty dollars' worth before it quits. If you want the extra thirty dollars' worth of selling talk, you've got to pay for it. There is no printer on this earth who will make you a present of it.

Now, before you decide that you cannot afford to pay the price that good printing costs, consider to what use that printing will be put—who will handle it, what its purpose is—and if that use is one where prestige, good-will, fine appearance, attractiveness, or selling power is concerned, then you will see that you cannot afford to not pay the price that good printing demands.

We do not claim that the highest cost should be in all your printing, but we do maintain that where good taste should appear it shows poor business sense to try to get along without it.

Think it over.

✧ ✧

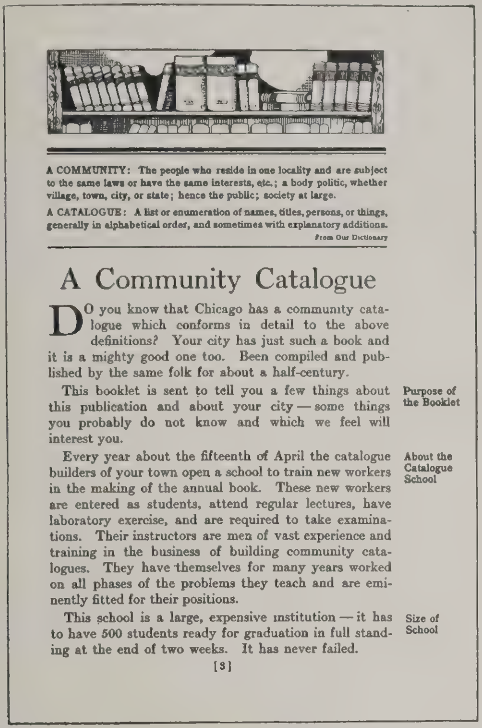
Arthur Capper is noted for doing things the best way, on his papers down in Topeka. This card shows how he announces the acquisition of a new member to his staff. It is a delightful little card which will attract attention anywhere.

✧ ✧

Axel Edw. Sahlin of the Roycroft Shop, East Aurora, N. Y., was constrained to fix himself up to look like Charlie Chaplin for the Roycroft parade on July 4. He sends in a photograph showing how he looked on that occasion. We have been much pleased to see it in this office and trust that we are not infringing any copyright privileges of the noted actor by reproducing it in these pages. He also encloses a clipping from the Buffalo Evening News with a cartoon showing him to be not only a first-class printer, but a baseball fan, a master of the violin, and several other things. Now, I certainly must meet this man the next opportunity I get.

✧ ✧

The Chicago Directory Company, publishers of the Chicago Directory, recently got out a booklet to advertise this annual publication. The main purpose of it, of course, is to secure the attention of advertisers and get them to take space in the book. I wish I could reproduce a few pages of this booklet just as it is, showing the class of stock and the good results obtained upon it. It is a very low priced stock and yet answers the purpose admirably, the illustrations and type matter being suited to it, and the whole effect being a very pleasing one.



A COMMUNITY: The people who reside in one locality and are subject to the same laws or have the same interests, etc.; a body politic, whether village, town, city, or state; hence the public; society at large.

A CATALOGUE: A list or enumeration of names, titles, persons, or things, generally in alphabetical order, and sometimes with explanatory additions.

From Our Dictionary

A Community Catalogue

DO you know that Chicago has a community catalogue which conforms in detail to the above definitions? Your city has just such a book and it is a mighty good one too. Been compiled and published by the same folk for about a half-century.

Purpose of the Booklet

This booklet is sent to tell you a few things about this publication and about your city — some things you probably do not know and which we feel will interest you.

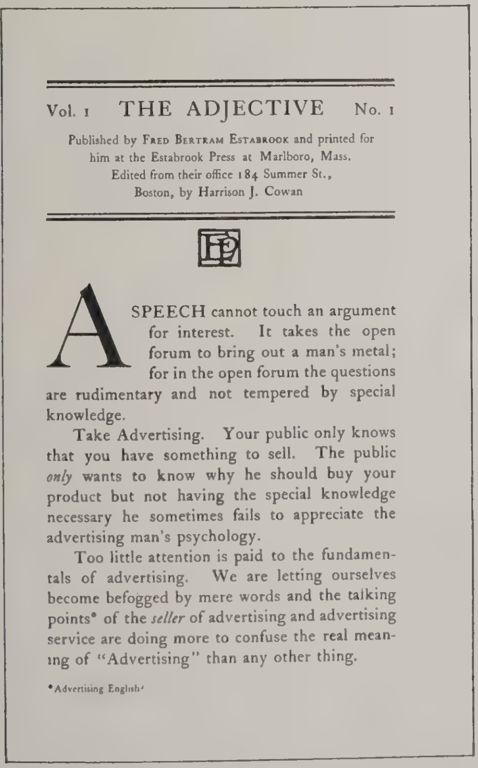
About the Catalogue School

Every year about the fifteenth of April the catalogue builders of your town open a school to train new workers in the making of the annual book. These new workers are entered as students, attend regular lectures, have laboratory exercise, and are required to take examinations. Their instructors are men of vast experience and training in the business of building community catalogues. They have themselves for many years worked on all phases of the problems they teach and are eminently fitted for their positions.

Size of School

This school is a large, expensive institution — it has to have 500 students ready for graduation in full standing at the end of two weeks. It has never failed.

[3]



Vol. 1 THE ADJECTIVE No. 1

Published by Fred Bertram Estabrook and printed for
him at the Estabrook Press at Marlboro, Mass.
Edited from their office 184 Summer St.,
Boston, by Harrison J. Cowan

A SPEECH cannot touch an argument for interest. It takes the open forum to bring out a man's metal; for in the open forum the questions are rudimentary and not tempered by special knowledge.

Take Advertising. Your public only knows that you have something to sell. The public *only* wants to know why he should buy your product but not having the special knowledge necessary he sometimes fails to appreciate the advertising man's psychology.

Too little attention is paid to the fundamentals of advertising. We are letting ourselves become befogged by mere words and the talking points* of the *seller* of advertising and advertising service are doing more to confuse the real meaning of "Advertising" than any other thing.

*Advertising English

◆ ◆

The Estabrook Press at Marlboro, Mass., has started a house organ called The Adjective; or is it really, as stated under the heading, published by Fred Bertram Estabrook and printed for him at the Estabrook Press? At any rate, the printing is a good advertisement of what this shop can do, and the matter contained in it is a boost for good printing, as well as an excitant of thought along other lines. It is different from anything else we have seen and we feel confident in saying that no one will pass it by unnoticed.

⁂

AN IDEAL HOME PAPER

Henry Stowell of the Seneca Falls (N. Y.) Reveille, who now ranks as dean of county journalism in his state, in a contribution to the Lyons Republican, speaking of the paper under the control of the late William F. Tinsley, gives it a standing and character that may well be taken as a model for an ideal home newspaper, with an ideal editor, as follows;

"He was an ideal newspaper man, a conscientious and felicitous writer, and had the happy faculty of making his paper profitable. He also made it influential, because it was singularly free from all objectionable matter, a clean, progressive and uplifting journal. His successors have maintained its high standing, and today it deservedly ranks foremost among the leading country newspapers of the state, in the force and strength of its editorial, its attractive presentation of local news and its general classification and make-up."

Dependableness, worthy service, full value, clean, clear, correct, refined workmanship in mechanical productions are essentials in newspaper production, only secondly to giving all the news, all the time, in which the readers are most directly and intimately interested.

⁂

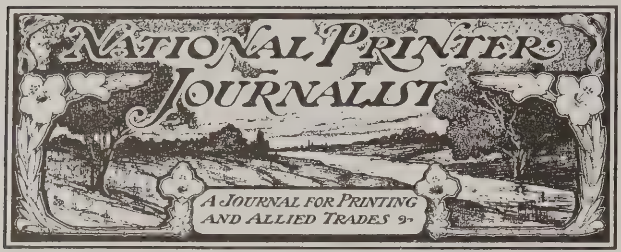
SPECIAL EDUCATION IN JOURNALISM GROWING IN POPULARITY

The enrollment in the School of Journalism of the University of Missouri at the close of the first week's registration shows an increase of 34 per cent over the enrollment at the same date last year. It is the largest enrollment in the history of the school.

The total number of students taking work in Journalism is 207. The number primarily in journalism, regular and special students, is 116, as compared to 86 at this time last year.

Twenty-two states and three foreign countries are represented in the school's enrollment—Missouri, Ohio, Kansas, Texas, Arkansas, Tennessee, Wisconsin, Illinois, Wyoming, Kentucky, Oklahoma, Iowa, New Jersey, Minnesota, New Mexico, Indiana, New York, Oregon, Colorado, Nebraska, Maryland, and Pennsylvania; and Japan, Brazil, and the Philippine Islands.

The Missouri School has increased in enrollment each year since its establishment as the first school of journalism in the United States.


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, OCTOBER 1916

One pleasant thing about both the callings of printing and newspaper making is that the only way to succeed is by direct helpfulness to all

✧ ✧

Competition no longer means the taking from others but the building up of all by better methods, closer cooperation and greater economy and more profitable efficiency.

✧ ✧

Direct helpfulness and promotive service is the sine qua non of these callings. All industries must act in accord, helpfully and continuously to secure real, permanent prosperity.

✧ ✧

Advertising has been called the "elixer of business" and the press educated public sentiment and newly enacted laws have decreed that there shall be no adulteration of the "elixir."

✧ ✧

Of all coöperation that between the direct employees and the employers, the heads of departments and the foremen with the men at the cases, at presses and machines, is of first importance.

✧ ✧

The idea that the trades, or other callings, or the different members thereof should be at war, or out of harmony with each other, or should seek gain by preying one upon the other is discouraging, hurtful and ruinous.

✧ ✧

If all public men and all newspapers were morally honest, sincerely candid, conscientiously regardful as to their information and assertions and their judgments a "free government of the people by the people" would be much less difficult and would not, as now, exist laregly in name. Candor is the great need of the age and of all nations.

✧ ✧

The Supreme Court of Michigan and also of the United States, sustain a law that requires, "an advertisement shall not be deceptive in the slightest degree and that the full advertised value must be given for the money invested in response to the advertisement." The publisher and the advertiser must necessarily have a pretty complete understanding of values to comply with such a law.

Nothing can be enjoyed that is not produced or created with a fair margin above what is used up in the production, for anything less than this is the using up of the resources or the investment and must result in failure and the loss of employment. We are all and each our brothers' keepers in well-being and estate.

✧ ✧

The splendid things brought out at the conventions of the United Typothetae and Franklin Clubs of America, at Atlantic City, and of the Ohio Federation of Printers and Publishers, at Cincinnatti afford a great body of practical truths and suggestions that will repay most careful study and consideration. A number of the addresses and reports will be presented in the November issue. They will not become less interesting or useful in the keeping.

✧ ✧

Advertising creates demand. It makes the buyers' wants known to themselves. Printed advertising is continuous and limitless in its results. Sales often come after a dozen years. Scores of instances of this kind can be cited, and still there are always more years to come and also constantly oncoming new prospects, the attention and interest of whom are to be gained for future sales. Men, too, forget and must constantly be reminded. The advertiser must keep everlastingly at it. He must keep his signs up and his salesmen at work, and he must use the most effective aid to his salesmen, thru winning and holding, informing and want creating advertising that saves the time of salesmen and increases their sales.

✧ ✧

The general theme of a Convocation at the University of the State of New York, October 20, will be "Our American Speech, Written and Spoken," and there will be discussion of methods for promoting its best use. Teachers, university professors, newspaper men, authors, actors, men of science and those who have had to do particularly with the development of the telephone, will participate in the discussion. The use of the pictured word in book illustrations, lantern slides and motion pictures, as a means of education, will also be discussed. The auditorium is to be equipped with receivers so that all will be able to hear several of the speakers who are not to be physically present. This will, in itself, be a notable experiment in the use of the telephone for educational purposes. The Governor, for example, is obliged by his engagements to be in another part of the State, but it will be made possible for him to address the Convocation. Mr. Edison will speak from his home or laboratory in New Jersey; and it is probable that still other speakers will be heard in like manner from other parts of the State; all of this will be illustrative of the effort to make a Convocation for the whole State.

✧ ✧

The industries and schools of America and systematic efficiency and preparedness therein, with wise understanding and coöperation, are vastly more important to the nation's security, protection and well being than can be any military training, but this does not prove that the latter should be neglected. We must first have intelligent, self-reliant, resourceful, patriotic, virtuous, sturdy, healthy, wholesome citizens—with all possible resources and industries fully, efficiently, intelligently, economically, coördinated, developed and conducted, with perfected means of exchange, interchange and transportation, and also reliable, always-available sources of information, promotion and betterment. Yet, in these times of war and the existance of the costly, special and terribly effective engines of destruction and systems of warfare, all these, while first essentials are not sufficient. It is up to a free people, not for aggression but for protection, in order to insure security and peace, to be prepared thru military training and the possession of the necessary, up-to-date munitions and implements to meet force with force. If this can be accomplished without interfering with the peaceable, necessary, productive activities, and used, at the same time, so far as the training is concerned, to develop our youth into greater strength, manliness, self poise and control, there is no reason why all who share the protection of government, should not take part in the required training and share in the cost of necessary equipment. The nation that is fully prepared for self defense will seldom find it necessary to go to war. The strong man, well trained in self defense will very seldom be attacked and such a one, if not too proud to attack and fight the weak will be restained by public sentiment—always a very effective restraining force. The greatest glory is not warfare but service, wise, full and preparedness always to meet the demands of home and country—of those dependent and of our fellow men whose good may be promoted. Herein are furnished the fields for highest and most lasting honors, for substantial well being, comfort, security and independence.

The zeal manifested at the conventions of the Associations of the different trades and callings of this country, during a decade of years, is a promising sign of substantial prosperity and of true lasting progress. There should follow understanding and plans for coöperation among all these organizations thru a central board of conservation and promotion. Army organization, with its different departments, coördinating so that there may be no lack, weakness or failure anywhere, contains a very valuable lesson for the effective organization and coördination of all our productive callings—our mechanical industries, and our agriculture, forestry, mining, transportation and merchandising.

* * *

INTERNATIONAL ASSOCIATION OF ELECTROTYPERS

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert:—The International Association of Electrotypers held their annual convention at Cleveland, September 25-26, last. At the convention the following men were elected as officrs for the coming year:

President, Mr. Harris B. Hatch, Royal Electrotype Co., Philadelphia, Pa.; First Vice-President, Mr. Lionel E. Bush, Atlas Electrotype Co., Chicago, Ill.; Second Vice-President, Mr. J. E. B. Littlejohn, Littlejohn & Vaughan, Toronto, Canada; Secretary-Treasurer, Mr. W. T. Timmons, Lead Mould Electrotype Co., New York, N. Y.; Statistician, Mr. August D. Robrahn, 848 Transportation Bldg., Chicago, Ill.

August D. Robrahn was engaged to act as International Organizer for the coming year.

The Chairmen of the principal committees are as follows: Membership Committee, Fred J. Breuning, Raisbeck Electro. Co., New York, N. Y.; Cost Finding Committee, E. G. J. Gratz, Standard Electro. Co., Pittsburgh, Pa.; Publicity Committee. Frank H. Clark, Eclipse Electrotype & Engraving Co., Cleveland, O.; Labor Committee, August D. Robrahn, 848 Transportation Bldg., Chicago, Ill.; Standard of Practice, Adam Suelke, Belz-Duncan Co., Philadelphia, Pa.; Research Committee, Harry M. Blaetz, Royal Electrotype Co., Philadelphia, Pa.; Standard Scale Committee, Geo. H. Benedict, Globe Eng. & Electro. Co., Chicago, Ill.

I beg to remain,

FRANK H. CLARK,

Chairmon of Publicity Committee, The International Association of Electrotypers.

* * *

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of National Printer-Journalist, published monthly at Chicago, Illinois, for October 1, 1916.

State of Illinois|
County of Cook|ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Bejamin B. Herbert, who, having been duly sworn according to law, deposes and says that he is the editor-owner-publisher of the National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Name of Publisher, Benjamin B. Herbert.
Post office address, Chicago, Ill.
Editor, Benjamin B. Herbert, Chicago, Ill.
Managing Editor, none.
Business Managers, none.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Benjamin B. Herbert, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other that that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is......... (This information is required from daily publications only.)

BENJAMIN B. HERBERT.

Sworn to and subscribed before me this 25th day of September, 1916.

[Seal] CHARLES A. PACE, N. P.
(My commission expires Sept. 9, 1919.)

HELPING THE PRESS IN USEFUL SERVICE TO MUNICIPALITIES

FIFTY years ago, Michigan furnished the highest models for the West and South in State University, Agricultural College and other educational and altruistic institutions. Michigan has not deteriorated but other states have improved on the models she furnished.

There is difficulty in drawing any lines of essential demarcation, along the front of broad practical service, between such State Universities as those of Wisconsin, Missouri, Kansas, Minnesota and Washington, but we believe that Wisconsin rather holds the advance line in direct, constant and useful helpfulness to the State press—the school of all the people—tho the other states are not far behind. Our opinion is based on more information as to Wisconsin University, the helpful work of which institution we have had the opportunity of commending frequently. We believe that no other State University has developed a complete bookkeeping and cost finding system for the use of newspaper publishers and printers and kept a man whose services to the press ar given at any time on request. Kansas has undertaken, on broad lines, the aiding of newspapers in the business and mechanical departments. We hope to hear more as to the particulars of the aid extended to state newspapers, by State Universities in helping to their better service to the people.

Before us, as we write,—suggesting this article—is a copy of the Wisconsin University "Press Bulletin" of September 27th, that in a department headed "Wisconsin Editors," sets for the measures provided by the University for aiding the newspapers, in the very important field of municipality service. The article contains the following statements, which are suggestive of what newspapers might do for their respective cities, while telling of the means provided for aiding the publishers and editors in their useful and much needed work or efforts for municipal betterment:

"Newspaper editors are probably more interested than anyone else in the affairs of the home city—the laws and ordinances that come before the city fathers, ideas and movements that aim at the betterment of the home city, the general business capacity and efficiency of the city's government as compared with that of other cities.

"But how often in thinking over some current municipal issue or preparing an editorial upon it, the editor feels that he would give anything for some facts and figures on the way the same thing is done in other cities—information that he can get from no reference book or almanac.

"The next time you, as editor, need such information—on the cost of fire or police protection, traffic ordinances, waterworks, pavements, garbage collection, street oiling, city auditoriums, moving picture regulations, sewage disposal, or any other municipal function—remember the Municipal Reference Bureau at the university. A letter to this bureau will bring the facts and figures you need. If the bureau does not have them in its files, it will get them.

"This bureau is an office in the Extension Division whose function is to collect data on all subjects of city government and to give this information upon request to city officials and citizens interested in the problems of city government. It collects charters, ordinances, reports, addresses, magazine articles, technical papers, statistics, etc. Any citizen of this state is entitled to this service free.

If you are interested in any particular subject of city government on which you would like to know the experience of other cities, the bureau will collect the information, analyze it, tabulate it, and make a report on it for you. Such reports are the basis of the brief digests on the cost of police and fire protection and other matters in Wisconsin cities that have appeared from time to time in the Press Bulletin.

"The Municipal Reference Bureau does other things, of course. It drafts sample ordinances and coöperates in securing the advice of various experts—the railroad commission, the attorney general, the departments of engineering, law, and political science in the university, the state tax commission, public utility commission, legislative reference department, etc. It is a clearing house of such information and its aim is to assist officials and citizens in the solution of municipal problems and in their effort to make local governments more efficient.

"Newspaper editors, being especially interested in this subject, may get good service out of this bureau. The address is Municipal Reference Bureau, University Extension Division, Madison."

By aiding the newspapers the University serves all the people. Newspapers must, and do, deal, very largely with municipal affairs and it goes without saying that they should be broadly and accurately informed in regard to all such matters, in order not only to be prepared to suggest new measures but also, intelligently, to criticise and oppose measures that might be hurtful in some of their provisions. A properly, fully informed, conscientious press will ever prove a safe guardian and a constant blessing but an ignorant or wrongly informed newspaper may prove a constant curse injuring itself and its community.

* * *

EXCELLENT STANDARDS OF PRACTICE FOR PUBLISHERS AND PRINTERS

The following Standards of Practice adopted by the Graphic Arts Association Departmental of the Associated Advertising Clubs at Toronto, June, 1914, well and profitably, may be adopted and be put in constant practice by publishers and printers:

1. To give full value for every dollar received.

2. To charge fair prices, viz., known cost plus a reasonable profit.

3. To subscribe to and work for truth and honesty in business; to avoid substitution, broken promises, unbusinesslike methods.

4. To coöperate in establishing and maintaining approved business ethics.

5. To be original producers and creators, not copyists.

6. To be promotive, looking to the needs of the customer, analyzing his requirements and devising new and effective means for promoting and extending his business.

7. To place emphasis upon quality rather than price, service to the customer being the first consideration.

8. To merit the support of buyers of products by living up to the spirit as well as the letter of these standards.

9. To develop, by coöperation with other departments of the Associated Advertising Clubs, an ever-strengthening bond of union to the end that the service rendered to advertising by the graphic arts may achieve its highest efficiency.

10. To aid in securing just and harmonious relations between employer and employed by establishing honorable conditions of employment.

A Model Graphic Commercial Survey

ADVERTISERS "want to know" and the most effective way of conveying the knowledge they desire is through a "Commercial Survey" by the home newspaper. This method of publicity by newspapers is proving the most effective means of reaching and convincing foreign advertisers as to the service that the home newspaper is able to render. It is especially valuable also for interesting home merchants, as it puts them in the way of securing the co-operation of the jobbers and manufacturers from whom they purchase their goods in both an advertising way and in special campaigns to increase sales.

Some newspapers have increased their advertising from twenty-five to fifty per cent by this new and effective agency of legitimate publicity, and have, at the same time, helped their regular advertisers to more business, and created a higher appreciation of and better feeling toward the paper. It is a builder of goodwill, of mutual helpfulness and the valuable friendships of co-workers. However, it is better to teach by example than by precept, and we are extremely glad, this month, to have as a model, as a practical object lesson, "The Graphic Commercial Survey" of the Janesville, Wis., Gazette, by H. H. Bliss, Manager, whose talk on the subject of "Present Needs of Inland Publishers" was published in the September issue of the National Printer-Journalist, pages 584-5.

This "Commercial Survey" is well and substantially gotten up and the sheets are tied, or bound, by a neat cord in strong, flexible manilla cardboard covers. The matter of the first cover page, which is also used as a title page, is reproduced herewith. The first insert is a keyed township sectional map of the county, 22 x 25 inches in size, on which are shown not only all townships, villages, roads and mail delivery routes, but the farm boundaries with the name of each owner of a farm printed in. The map is in two colors, black and red. Then there is a keyed map of Janesville with names of streets and numbers of blocks, next is a keyed map of the business section, with names of churches, schools, depots, fire department, post office, and other important buildings, printed on the lots containing the same. Following these maps come the pages giving the direct commercial information. The stores are classified, the headings indicating character of goods sold, as department stores, dry goods stores, grocery stores, men's clothing, boots and shoes, drug stores, and so on.

A star is placed before each name of those firms that have agreed to co-operate with local newspaper campaigns. The star is found before the name of nearly every mercantile establishment, showing that the co-operation agreements secured by persistent and successful concerns are so numerous as to result in almost unanimous co-operation in the campaigns for business. Notice is given on each page that the original signed agreement of co-operation by each merchant is on file in the office of the paper.

"Some Intimate Facts Regarding the Janesville Daily Gazette"

Under this heading, the following statements may be taken as excellent guides, by way of suggestion at least, for every other newspaper:

Founded in 1845, the Janesville Daily Gazette is one of the pioneers of the early Wisconsin days, and is, therefore, intimately connected with every part of the development, not only of the city of Janesville, but of the entire community. It has a well grounded reputation as being the biggest small city paper in the Northwest, and when the entire state is considered, Janesville is selected by general advertisers, usually, and the Gazette included with the more important cities of the state for their campaigns.

For the last thirty years the Gazette has been under the present ownership and management, and for the last few years has been housed in a splendid home building with an entire new equipment.

The Gazette is not an organ in any sense, connected in no way particularly with any class, but rather is the people's medium, and is so recognized. It is distinctly a home newspaper and appeals strongly to the women and the home.

The one particularly strong point about the Gazette, is its handling of what might be termed home features. Special writers of interest in our own community are called upon to talk to the people through the columns of the Gazette.

The Gazette has been foremost in all matters pertaining to the moral up-building of the community. It has been first to offer its assistance in times of great need. It financed and put into active being a county-wide corn contest among the boys with the result that the corn yield of the county has been increased on the average per acre very considerably. This work has been recognized as a fixed project, and is continued by the Commercial Club of the City of Janesville.

Recently a cyclone swept death and destruction in a part of the Gazette territory and within twenty-four hours the entire field was covered with relief expeditions emanating from the Gazette office and over $11,000 was raised in a few weeks for the sufferers. The Ohio and Indiana flood sufferers found quick aid a few years since through Gazette leadership.

The Gazette conducts cooking schools and takes an active interest in everything pertaining to women's affairs. It employs a prominent club woman to conduct a department for the women each week, and because of all of these activities it has become a part of the household. It guards its columns against fraudulent advertising, and carries at the head of its editorial columns continuously, the following statement:

"The Gazette does not knowingly accept false or fraudulent advertising or other advertising of an objectionable nature. Every advertisement in its columns is printed with full confidence in the character and reliability of the advertiser, and the truth of the representations made. Readers of The Gazette will confer a favor if they will promptly report any failure on the part of an advertiser to make good any representation contained in a Gazette advertisement."

As a result the advertiser receives benefit in the greater pulling power which comes as a natural thing.

The Gazette fills every want in its community. It is striving at all times to find some particular requirement that is not entirely filled, so that it may be of benefit to the people as a whole. It is truly a medium of the masses. It is the only daily newspaper in the city of Janesville and in its field. Its management and those connected with the various departments of the publication are closely allied with every active movement in the community, and the Gazette is looked forward to and is always counted on as being in favor of or a part of any forward movement.

The net paid circulation of the Gazette is 7,250.

The detailed circulation of the Gazette is 7,600.

That the Gazette covers its field thoroughly is demonstrated by the fact that carrier boy routes are maintained in the cities of Edgerton and Evansville and the town of Clinton, the distribution in detail is here given.

Under the heading "Detailed Circulation of the Janesville Daily Gazette, Janesville, Wis., 1916," the circulation is given of every town and village.

The Daily Gazette consists of from ten to sixteen pages daily, and is priced at six dollars per year in the city of Janesville and three dollars per year in the country.

The Gazette is a member of the Wisconsin Daily League, a unique organization of the country, an affiliation which is of interest to every general advertiser.

The Gazette handles more retail grocery advertising than 'most any inland paper in the Northwest, and the housewives have come to recognize in the market page of the Gazette a directory for food purchases.

The Gazette is a substantial, strong, vigorous paper; one that commands attention because of its high standards, and which its advertisers recognize as one of the strong mediums of the country.

Publishers' Remarks

We invite attention to the 258 subscribers in arrears more than one year. There are well-to-do farmers in arrears two years who, on account of, almost total crop failure, we feel obliged to carry another season. So far as the advertising is concerned, they are as good as any on our list, and bring our TOTAL PAID LIST TO 7,250.

Janesville is located 90 miles from Chicago, 70 miles from Milwaukee on the main line and on the Watertown and Fond du Lac division of the C. & N. W. Ry.; on the Madison & Chicago, and the Mineral Point Division of the C. M. & St. P. Ry.

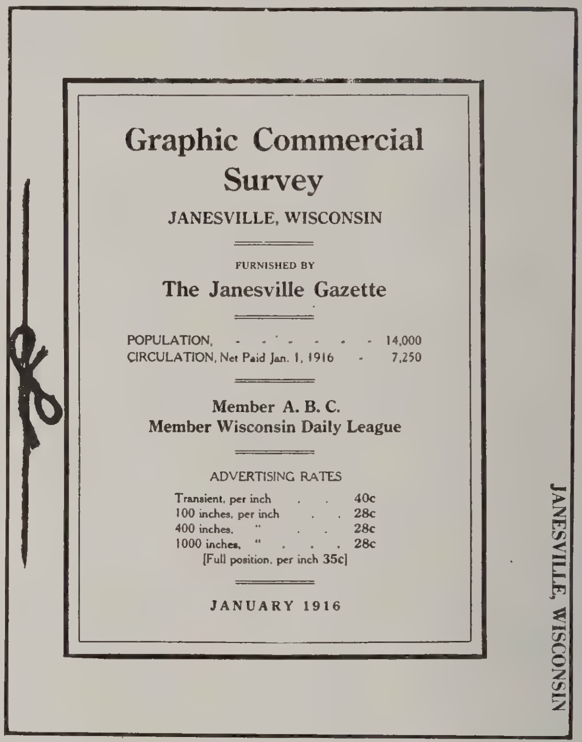
Janesville is the County Seat of Rock County, located directly in the center so that it is easily accessible to shoppers from every direction. It is estimated that between $16,000,000 and $20,000,000 of retail business is done in the city each year; that 2,500 people travel in and out of Janesville each day. There are 110 passenger trains departing daily exclusive of the Interurban Line.

"Brief Facts"

Area, 8 square miles; 10 miles of beautiful river stretch. Assessed valuation, $15,000,000; bonded indebtedness, $150,000. Water supply, artesian: consumption over 1,000,000 gallons a day. Labor disturbances unknown. Panics have never affected the city owing to the diversity of its manufacturing.

It has water power. It has extensive deposits of silica sand and gravel for cement, widely known for building purposes.

It has large retail stores with a trade territory of 50 to 60 miles in all directions.



Graphic Commercial Survey

JANESVILLE, WISCONSIN

FURNISHED BY

The Janesville Gazette

POPULATION, - - - - - - 14,000
CIRCULATION, Net Paid Jan. 1, 1916 - 7,250

Member A. B. C.
Member Wisconsin Daily League

ADVERTISING RATES

Transient, per inch . .	40c
100 inches, per inch . .	28c
400 inches, " . .	28c
1000 inches, " . . .	28c

[Full position, per inch 35c]

JANUARY 1916

JANESVILLE, WISCONSIN

Then follow reduced reproductions of "Specimen Grocery and Provision Pages" and of a first page of the Gazette. The object is, of course, to show the great extent of advertising carried in the departments named and the general appearance and character of the paper itself. In typewritten sheets is given the "Newspaper Survey," followed by statement of population of the city and of the territory served by the paper, thirty miles in area; a list of the chief industries, with the number of employes and the weekly payroll, in each; bank deposits in the city banks; number of public and private schools, with the number of teachers and the number of pupils; the card of advertising rates and the "Publisher's Semi-Annual Statement to Audit Bureau of Circulation," duly verified. This statement is very complete, showing the distribution of the paper, in city by carrier, by dealers, street sales, and by suburban carriers, and to paid subscribers by mail. Nothing is omitted from this statement that could be in any way useful in informing and convincing advertisers. The statement closes with the "Publisher's Remarks," that we reprint, not that the matters contained therein are of especial interest to readers of the National Printer-Journalist, but as a model showing of matters that would appeal to advertisers and as suggesting to other publishers the things that they can wisely use in such "Commercial Survey" to interest and inform prospective advertisers.

Service the Gazette Extends to All Advertisers

Through the Wisconsin Daily League:

1—The Gazette has secured signed pledges from local dealers in nearly every line of business who will heartily co-operate in boosting any article for which a campaign of advertising in the Gazette is carried on by its manufacturer.

2—The Gazette will inform all local dealers in any line pledged to co-operation with it, by postal card or letter, stating when the advertising is to start, and distribute proofs, provided it receives copy in time to prepare samples.

3—The Gazette will assist the representative of any manufacturer who has filed an application blank of the Wisconsin Daily League guaranteeing to do a certain amount of advertising by introduction to local dealers and urge special displays and supplemental advertising by local dealers.

4—The Gazette will likewise seek to get local dealers to use space at the time the manufacturers' copy is appearing in the paper.

5—The Gazette will at nominal charge make any reasonable local trade investigation for a distant manufacturer considering doing business in Janesville. Charge $6.00 per day for as many days' service as required. In case reports lead to business amounting to ten times the service charge, the amount of the service charge will be refunded.

6—The Gazette will not seek orders for goods for any manufacturer or act as traveling salesman. It furnishes names of dealers pledged to co-operate, and goes no further than above indicated.

The Gazette has a very complete co-operative grocers' list which is reproduced on the following pages; the original signatures are on file at the office of the Gazette.

Application for Service

Secretary Wisconsin Daily League:

Dear Sir—We hereby authorize you to request the newspapers in the towns specified in enclosed letter to secure information or service covered in section (.....) of the service blank furnished in the surveys made in connection with the Graphic Commercial maps.

We hereby agree to use........inches of space as a minimum in each newspaper within...........months from date. Failing to do so we agree to pay for said service at.............per day of the investigator's time and to accept the return of goods at prices paid for all goods ordered by dealers on the strength of your representations made by your members.

Signed..............................

Date..............., 191...

THE ENCHANTING DREAMS OF ASSOCIATION COMRADESHIP

A. O. Bunnell of Dansville, N. Y., is one of the most sweet, kindly, companionable of men, of whom God has given this Earth too few. Friendly comradeship in the pursuit of worthy ends, of helpful knowledge, in order to render better service in one's calling and for the mutual improvement, betterment, and intelligent pleasure of one another, tends to sweetness, kindliness and companionableness, and makes for the betterment of all the participants in such association and fills their minds with enobling memories. Few have so fully realized or so happiliy expressed all this, as has A. O. Bunnell,—venerable and venerated on his retirement from the activities of newspaper life,—in a recent contribution to the symposium of members of the newspaper calling, published in the recent anniversary edition of the Lyons, N. Y., Republican, which we have found to be a rich mine of instructive and inspiring thought, from which we have gathered a few rich, golden nuggets, this month, for the enrichment of our readers.

Referring to his long connection with the New York Press Association, Mr. Bunnell writes:

"For full fifty years, and 'one to carry' to the next fifty, I have been a member of the New York Press Association. Forty-eight years I served as secretary-treasurer and never missed a convention. Is it to be wondered at that the mere mention of the name of the Association crowds my mind with mastering memories of the long past? To me they seem today like the visions of a happy long-continued but intermittent dream.

" 'As one who walking in a forest sees
A lovely landscape thru the parted trees,
Then sees it not for boughs that intervene;
Or as one sees the moon sometimes revealed
Thru drifting clouds and then concealed
So I behold the scene.' "

"This is a day dream, but memories of faces and places seem almost like visions of the night. In these dreams there are no deaths. Our friends, not lost, but only gone before, come back to us, the old fond greetings are renewed, the old scenes recalled. And so I would have this dream today, and under this interpretation by Mabie: 'Dreams are not without meaning, for they are combined of memory and prophecy so subtly that no chemistry of philosophy has been able to separate them into their component parts. In his dreams a thoughtful man sees both his past and future pass before him in the order of their real sequence; there are the memories, not so much of his acts as of the purposes that were behind them, and there aspirations and hopes with which he unconsciously fills the years to come.'

"Memories of the Association: Every year we have enjoyed something; every year we have learned something; every year we have been made more intelligent; every year we have grown more fraternal; every year we have become more spiritual. With the glowing memories of the purposes that have been behind our acts, and with the hopes and inspirations that fill our hearts today, we must have faith in the work of the Association, we must cherish the Association for what it has done for us."

Can anyone read these words, written by one on whom shines the holy light from the opening gates of the Eternal City, and question the enduring value of membership in and attendance upon an organization of those devoted to the calling of journalism—that informs, counsels, cheers and serves all sorts and conditions of men and women, the youth, the middle-aged, and the elderly, in all their pleasures, occupations and employments, in their homes and on their journeyings abroad?

When a boy we read over and over again, the writings of the good Dr. Dirks, who made all science and philosophy to furnish the proof, by analogy, of and to point the way to, the higher life, to a religion that is practical, natural, rational and happy with promise of eternal joys. His arguments as to lasting happiness were based on memories of all that had been learned, expressed and lived which was enobling. As we grow older, the truth of this philosophy is enforced, more and more, by observation and experience. Heaven approaches very near to the aged in happy memories that become more and more realities, to say nothing of the strength and inspiration these have furnished, with increasing power, thru all the years of active living and doing.

* * *

HIS FAITH IN ADVERTISING WINS

A Former Newspaper Man Makes Great Success in a New York Church

Dr. Christian F. Reisner, formerly City Editor of the Atchison, Kansas, Champion, and later a worker on the Kansas City Star, recently gave the New York Sun a story of success in building up a church, adding 1,400 members and raising $70,000 for improvements and needed work, all thru loyalty to, and the practice of, the orthodox faith of every worthy newspaper maker in the efficacy of advertising. The story has its moral for all business men, bankers, financiers and manufacturers, or anybody else who has that which others need, as well as for pastors and churches. The story of the interview, by the Sun reporter, was prefaced by a brief description of the appearance of the minister's study in which he was received.

"The study itself looked more like the working office of an advertising agency than the retreat in which a studious preacher might sit evolving his discourses for the coming Sunday. Piled high with a miscellany of papers the study table is equipped with two telephones, over which came interruptions to the story Dr. Reisner told. Photographs, clippings, all the various means of appealing to the eye, were strewn around in profusion.

Conditions as They Were

"I did not realize when I came here," Dr. Reisner said, "what the conditions were, but I came, and finding them, I set to work to do what I could. The church conditions in New York City are appalling. On every hand we see stately edifices that are not filled by the people, even at the regular services, and even these buildings are being abandoned, now and again, because of the fact that people do not go to them.

"Of course, my first aim was to secure attendance. The church is a large building with four auditoriums, the largest of which seats 1,500 persons. It was not supported by the congregation, but a few men stood behind it and paid the bills.

"In order to attract the people who are hungry for religion, it is necessary to bring the church and the church work to their notice, and in order to do this I employ two means.

Uses Business Principles

"First, I advertise the church on the same principles that I would utilize in bringing customers to a business that I might be running. I suppose I am a born advertiser, and my newspaper experience has developed the original instinct. I was city editor of the Atchison Champion before I entered the ministry and afterward did a lot of work for the Kansas City Star. Probably my ideas were strengthened by that experience. And even now I am a member of advertising clubs.

"Then in addition to the advertising I organize everything about the church business in such a way as to get everybody I can who is connected with the church working at the various things we do to bring people in. All, mind you, with the single ultimate purpose of getting religion into their hearts. We have twenty-six separate departments of church work all superintended by church members.

An Advertising Clerk

"When I had the two assistants one of them looked after the circulation of our advertising matter—we have put out over 3,000,000 pieces of advertising including cards, circulars, pictures, pamphlets, and he also had charge of what we call the young people's work. The other did the pastoral visiting, which is something I can't find the time to do personally, and also superintended the gymnasium and boys' work.

"Everything else is in charge of department heads chosen from the congregation, and it is surprising to see how much time and work the people put in."

* * *

THE PRESENT GREAT POWER OF THE PRESS PROVEN BY FACTS

The University of Texas School of Journalism,
Austin, Texas, Sept. 30, 1916.

National Printer-Journalist:

It is to be deplored that occasionally a member of the newspaper profession like Major Frank H. Macomber of the Hartford (Conn.) Globe will make such a wrong conclusion and say or write something that erroneously reflects on the entire press. In the September issue of the National Printer-Journalist, Major Macomber is quoted as saying before the Fortnightly Club of New Britain, Conn., that "the power of the press is gone," and that the press has lost its influence. Unfortunately, he gives no figures showing on what he has based his conclusion and lays down an incorrect premise on which to base his views. He asserts that within the last ten years the editorial columns of the newspapers have been perverted into mediums for abusing and villifying rival newspapers.

People who do not read many papers may accept such a statement without question, but the exchange editors and others who scan many papers will wonder at such a statement from a newspaper man. Never before in the history of journalism has there been so little competitive strife and ill-feeling exhibited in the editorial columns. In fact, so rare have become pages such as Major Macomber describes that when one is seen it attracts attention as a curiosity in journalistic literature and is regarded as an offshoot of days long past.

The conclusion reached by the Major is as wrong as his premise is unfounded. The press never before had such power as it has today, never was so respected, never was so looked to for guidance. He admits that the editorial column is more generally read, and more closely. If so, it is because the people look to it for guidance and instruction.

The present day newspapers themselves refute the statements of the Hartford editor, but editorial writers should not allow such broad and groundless charges to go unanswered, for they discredit a profession that is constantly improving its ethical standards. The editor of the National Printer-Journalist, who has witnessed many decades of newspaper development, and whose acquaintance with American journalism is co-extensive with the limits of the nation, is among the many old-time newspaper men who can give testimony to the constant improvement of the press of the country in the things of which Major Macomber complains.

WILL H. MAYES,
Chairman, School of Journalism,
University of Texas.

* * *

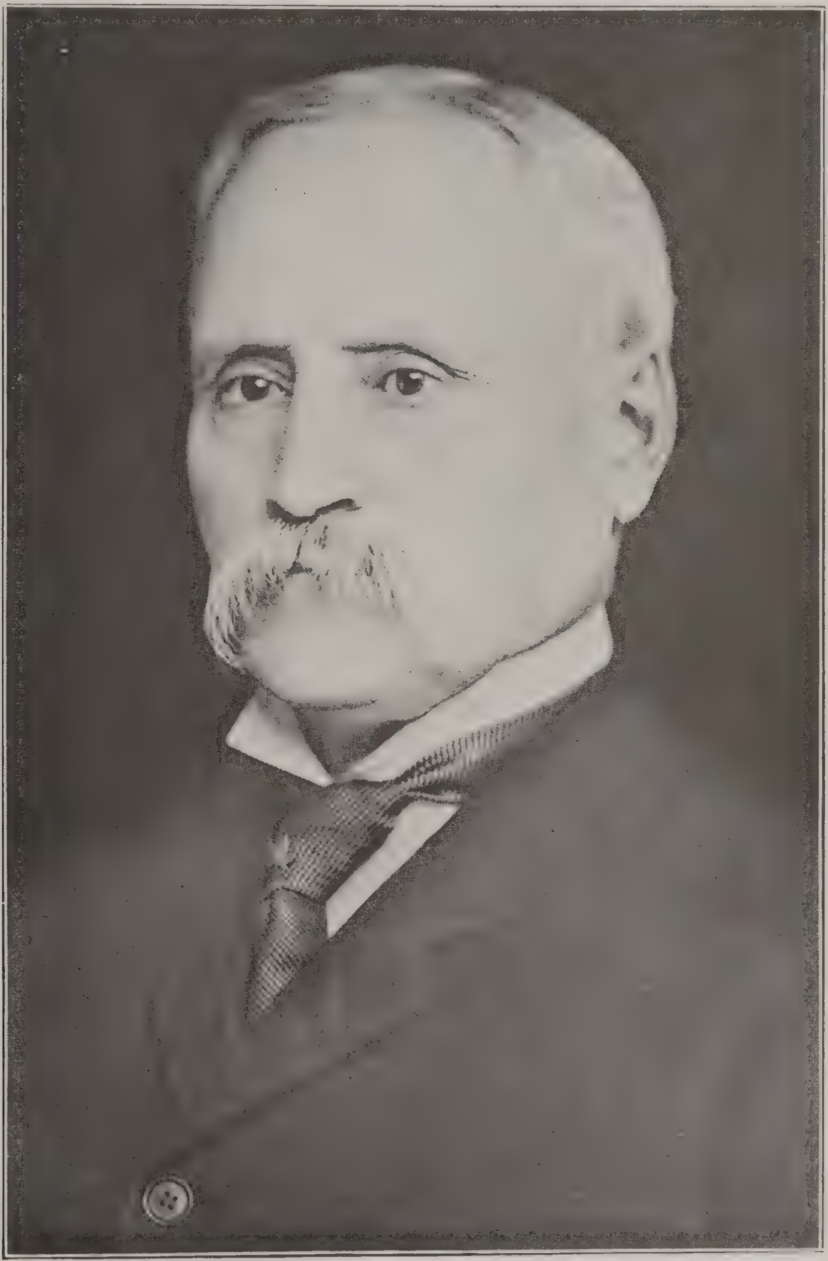
George A. Joslyn

George A Joslyn, President of the Western Newspaper Union, died at his home in Omaha, Neb., at noon on Wednesday, October 4, 1916, at the age of sixty-eight years.

Mr. Joslyn had been in failing health for more than a year. Early in 1915 he relinquished much of the detail of the active business management of his company and went to California, where he remained for several months without appreciable benefit. In the spring of this year he suffered a stroke of apoplexy, and this, complicated with other ailments, brought about his death.

Mr. Joslyn leaves a widow and one daughter, both of whom were at his bedside at the time of his demise.

George A. Joslyn was born at Lowell, Mass., June 30, 1848, the son of Alfred and Esther Ann Joslyn. His mother died in 1892 and his father in 1912. Mr. Joslyn's parents removed to Vermont and he was reared at the village of Waitsfield, in that state. On September 24,



GEORGE A JOSLYN
Born June 30, 1848—Died October 4, 1916

1874, he was married at Montpelier, Vt., to Sarah L. Selleck.

In 1879 Mr. Joslyn and his wife left New England and moved West, settling first at Des Moines, Iowa, where he entered the employ of the Iowa Printing Company, a small concern engaged in the business of supplying ready-prints to Iowa newspapers. That frugality that was characteristic of his life enabled him to save from a small salary a sufficient sum for the purchase of a small amount of stock in the company. By careful application he mastered the details of the business, and in less than two years was sent to Omaha for the purpose of organizing a branch of the Des Moines concern, of which he became manager. Later the Omaha and Des Moines houses were reorganized as the Western Newspaper Union, of which Mr. Joslyn later became president and general manager.

When he became the head of the company he at once began a vigorous campaign for business expansion. New houses were established; the territory served by other concerns engaged in the same line was entered and every legitimate effort was made to make the Western Newspaper Union the leading concern of its kind in the country. Because of his great faith in the new states west of the Mississippi, he at first centered his activities in those states, where he opened branch houses. Not content with confining his activities to the one line of ready prints for newspapers, he established the Western Paper Company, and at Omaha and other places put in large stocks of paper and printers' supplies.

In 1890 Mr. Joslyn, in still another effort to meet the needs of the newspaper publishers, added to the business of the company a newspaper plate service. Today the business built up by his genius is nation-wide, and more than 12,000 newspapers are served by the company he has directed. Mr. Joslyn was always a firm, consistent believer in the power of the public press. He realized the influence of the printed word, but he did not believe that the papers of the large cities stood at all times for the principles and policies best calculated to advance true national interests. He felt that the country press was by far the most potent factor of all in influencing public opinion and guiding national destiny; and so he put into his work the energy, the faith, the enthusiasm of a man who knows he has a mission big with interest to the public. It was because of this idea that his work in connection with the country press was a pleasure to him, and he rightfully felt that his efforts were in keeping with the maintenance of that standard of efficiency that made the country paper a power in its community.

Never was there a more ardent lover of his country than Mr. Joslyn. To him his country, its people and its institutions were the best in the world; and tho he was in no sense provincial, he was content to spend his leisure time and his money in the United States. Once only did he visit Europe, and one definite effect of that visit was to intensify his love of America.

In his relations with his customers and his employees, Mr. Joslyn was notably just. "If there is a legitimate doubt, give your patron the benefit of that doubt" was with him always a business axiom. Another maxim was that in dealing with employees you may be sure that justice and liberality will be answered by loyalty and efficient service. He believed that every employee should have a fair chance to develop the best that is in him, and should receive from his employer generous aid in such development.

Admirable as were his business qualities, there was another side to his character known to few save close personal friends. He was kindly, charitable, and the friend of the oppressed. He gave liberally and often to public institutions of Omaha and other cities, stipulating always that nothing be said of his benefactions, for he never sought publicity. The pastor of a poor church and his humble parishioners were among his sincerest mourners—a great tribute to the man's true worth. An absorbing love of music was one of his outstanding characteristics, and he shared freely with others the pleasure of the harmonies in which he delighted.

Justice for himself and others Mr. Joslyn insisted upon to the extent of his powers. He would fight with the utmost determination against that which he believed to be unfair, and he disliked thoroly special privileges often bestowed on those of position, wealth or influence. He gladly bore his share of the burdens and insisted that others should bear theirs.

As a pioneer in the auxiliary publishing business Mr. Joslyn did a splendid service to the men who with small means were struggling to supply sparsely settled communities with weekly newspapers. Those men and those communities were the beneficiaries of his work, his genius and his faith; and his reward was not alone financial. His keenest pleasure to the last was the thought that he had contributed substantially to the material, moral and intellectual growth of the Great West, which for nearly half a century had absorbed his interest, his energy and the great gift with which nature had endowed him.

All in all, Mr. Joslyn was a man among men, with the faults common to humanity, but with so long a list of good qualities and good deeds to his credit that in his passing the country has suffered a serious loss—The Publishers' Auxiliary, October 7.

* * *

STUDENTS IN JOURNALISM IN OHIO UNIVERSITY

One hundred fifty students enrolled for journalism in the new College of Commerce and Journalism at the Ohio State University with the opening of the college year of 1916-17. This is an increase of 43 more than last year.

Previous to this year, Ohio State University offered but sixteen hours in journalism in the College of Arts, Philosophy and Science. This year the new college offers a course which includes 36 hours in journalism, leading to the degree of bachelor of science in journalism. The courses offered for the first time this year are newspaper organization and history, newspaper ethics and principles, newspaper illustration, the country newspaper, comparative journalism and current topics and newspaper jurisprudence and topics.

Joseph S. Myers, former editor of the Pittsburg Post and managing editor of the Pittsburg Sun, is head of the department of journalism. Carl H. Getz, assistant professor of journalism in the University of Montana and still more formerly in the University of Washington, is the new member of the journalism faculty.

* * *

NEWSPAPER MAN IN RELIEF WORK

E. W. Rankin, advertising manager of Farmers' Mail and Breeze of Topeka, is in New York in charge of the Publicity Bureau of the Armenian Relief Day, October 22. Mr. Rankin hurried to New York on receipt of a telegram urging him to help the committee out in their work. He will be gone four or five weeks, probably returning to Topeka about October 25.

Printers and Publishers Confer

rtant Practical Points in Printing Office and Newspaper Manage- in Ohio. Proceedings of Sessions, as told by Samuel Oppenheimer, hairman of the Publicity Committee, in "Ben Franklin Witness"

HE great Cost Congress was called to order on Thursday morning at 9:30 o'clock by Chairman C. S. Clark, who introduced the Rev. Guy Emery Shipler, of the Church of the Epiphany, who delivered the following beautiful invocation:

"We praise thee, O God, for the power thou hast placed in our hands, and plead for wisdom that we may use that power in justice and honesty. Out of the dim shad- the past have come to us the gifts of many nd many labors. And among these gifts there is potent for good and evil as the gift of the lge and use of movable type. To the uttermost of the earth the printed word carries the thought Into the most humble home it enters to build estroy. It has been the tool of gracious lovers of ty doing the beneficent work of the poet, the sci- he prophet, trailing beauty and glory. But it has en the tool of leeches and parasites, filching their sucking out the beauty of the lives of others. life only on its basest levels they have stained and d the human brotherhood at its very source. s vision, O God, to recognize the power we wield pursuit of our daily work. May we never be f sending into the homes of America words that een tainted with crookedness or with greed. Help ecognize in the daily routine the trenchent power ld in molding the mind of the world, and thro d of the world, the world's life. Amen."

above is a wonderful statement of the potency of ss in every community and ought to be committed ory by everyone who has the power over the page. Rev. Shipler asked the privilege of mak- ecial plea for organized effort for church adver- He stated that his previous experience as a news- nan had brought forcibly to his mind a splendid r increasing the work of the church by consistent ing campaigns. He still gets his fingers in the ause he runs his own shop at home.

Braunwart, President of the Ohio Printers' Fed- presided at all sessions of the Cost Congress nters' Convention. In making his address of wel- Ir. Braunwart said, in part, as follows:

ives me great pleasure that I greet you here today lcome you in Cincinnati on behalf of the Ohio s' Federation, on the occasion of the Sixth Cost ss and Convention of the Printers of Ohio and neighboring states of West Virginia, Kentucky, and Tennessee.

n the holding of this convention came up for ration, it was suggested it be enlarged in scope in all the printers and newspaper publishers no how small in the states adjoining Cincinnati. The et with immediate approval and it is with the pleasure I welcome the printers from the states g Ohio. We are pleased to have you with us.

n I look at this gathering of men from far and near I realize that they have more than an ordinary interest in the good cause to bring them here.

"You have gathered here to aid in the uplift of the printing business, the sixth industry in magnitude in the United States, to put it on its proper level so as to demand that recognition and respect from the business world that it deserves.

"You have come to meet old acquaintances and to make new ones. You have come here to learn what is being done in your line of business and to carry away such knowledge as you may gather from the best speakers on a number of topics all of interest to the craft.

"The Ben Franklin Club of Cincinnati has certainly spared no effort to make this the most interesting and instructive gathering ever held in this country, and I appeal to you to attend all the sessions and thus reap the full benefit of this meeting.

"The Ohio Printers' Federation is a purely educational institution, its aim is to assist the printer in every way possible; it advocates honesty and square dealing among its members and towards the customer; it stands for a cost and accounting system in every office and for the organization of the printers thruout the state.

"A price list and information book was published and should be in the hands of every printer and proper use made of same.

"The information for this price list was gathered from every part of the state and involved a great amount of expense and labor and our aim is to keep it up to date making such changes as may prove necessary from time to time.

"The Ohio Federation has done some good thruout the state, and could have done much more if it had the proper funds."

C. S. Clark, Chairman of the Convention Committee, in opening the convention, said:

"I am much complimented in having the honor and pleasure of opening what I believe will be the greatest Cost Congress and Printers' Convention that has ever been held. Gentlemen, this is to be a business convention. For the next three days we are going to go to school. We are going to sit at the feet of the greatest students of cost finding and efficiency that there are in this entire United States of America.

"We are going to gain knowledge and valuable information from some of the most prominent and learned members of our craft.

"The modern commercial printer is a business man with a function to perform—a service to render the community that supports him. The service he owes the community is not merely to do the odd jobs that come his way, but to supply the community with the printed matter, the commercial literature, that it needs. To properly perform this function it is necesary to do business upon a business-like basis. To keep a cost system and to know your costs. The first requisite of a fair price is to ask it.

"This is going to be 'your' convention. You are going to get out of it just as much as you are willing to absorb. We have arranged a program that will enable you to discuss every subject presented, to ask questions and to participate in the discussions.

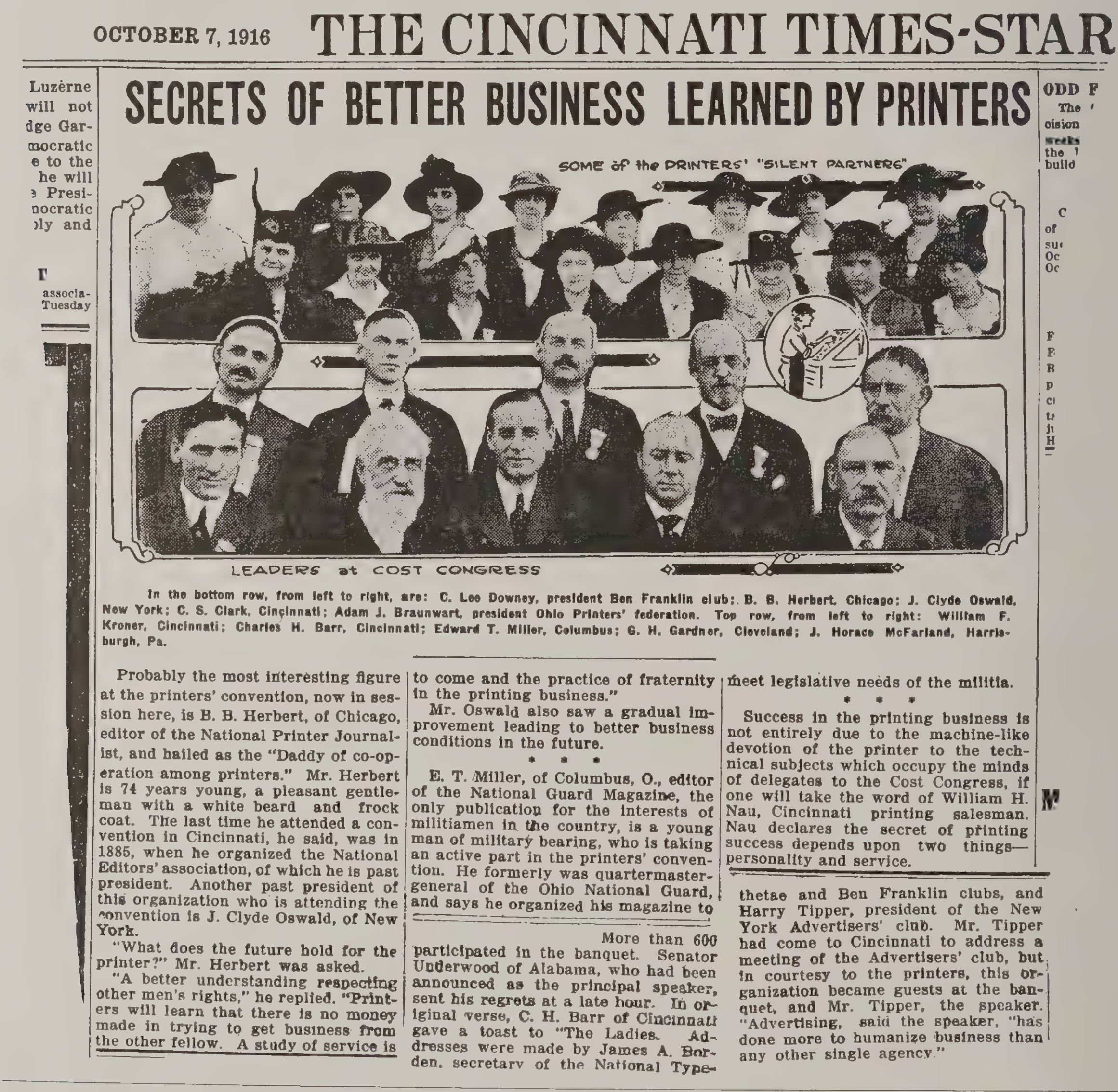
We are going to do our utmost to make this a most enjoyable and profitable occasion. To be successful, we must have your co-operation and undivided attention for the next three days."

Chairman Clark then introduced Mayor Geo. Puchta, who delivered the address of welcome to the visiting delegates. He spoke of his own experience as a business man and the necessity at the present time for organization work in every line of endeavor. Mr. Puchta stated that the time when business men could be individualistic in their work was passed, and that everyone was, to some extent, dependent upon his fellow-workers.

Mayor Puchta emphasized the necessity for the study of cost of production in order to be successful in any line of business and commended the delegates present for their efforts in that direction. Mayor Puchta stated that there were about 250,000 corporations in the United States, 100,000 of which reported no income whatever and about 90,000 an income of less than $5,000 per annum, and stated that in his opinion this was due largely to lack of their own knowledge of cost of production.

Mayor Puchta's address was followed by that of Mr. C. Lee Downey, President of the Cincinnati Ben Franklin Club. Mr. Downey gave a comprehensive history of the Cincinnati Club from the time of its organization and, step by step, showed its remarkable and gratifying growth up to the present time, each covering a period of about seven years, which is not so long, considering the splendid work we have done. When we consider that great movements must be evolutionary rather than revolutionary, we must be patient and remember that few men plant a tree with the expectation of enjoying its shade. The Club is building a great fabric, which will be to the benefit of the Craft in the future, but we will undoubtedly feel much of its effect and do feel it, even at the present time. Much of this good is accomplished by travel. We formerly stayed at home and thought that the men from Texas or Cailifornia, or Missouri were different than ourselves and formed fantastic opinions of them and their ways, but having met him thru travel, we find that he is much the same as ourselves and, like us, is engaged in the gentle art of getting a living and usually wants to do it in the best and most honorable way he can with profit to himself and the community. It is these conventions that enable us to understand each other more fully and to work together, so that all can benefit by the knowledge of each.

Mr. Downey's address was followed by that of Mr.



OCTOBER 7, 1916 THE CINCINNATI TIMES-STAR

SECRETS OF BETTER BUSINESS LEARNED BY PRINTERS

SOME of the PRINTERS' "SILENT PARTNERS"
LEADERS at COST CONGRESS

In the bottom row, from left to right, are: C. Lee Downey, president Ben Franklin club; B. B. Herbert, Chicago; J. Clyde Oswald, New York; C. S. Clark, Cincinnati; Adam J. Braunwart, president Ohio Printers' federation. Top row, from left to right: William F. Kroner, Cincinnati; Charles H. Barr, Cincinnati; Edward T. Miller, Columbus; G. H. Gardner, Cleveland; J. Horace McFarland, Harrisburgh, Pa.

Probably the most interesting figure at the printers' convention, now in session here, is B. B. Herbert, of Chicago, editor of the National Printer Journalist, and hailed as the "Daddy of co-operation among printers." Mr. Herbert is 74 years young, a pleasant gentleman with a white beard and frock coat. The last time he attended a convention in Cincinnati, he said, was in 1885, when he organized the National Editors' association, of which he is past president. Another past president of this organization who is attending the convention is J. Clyde Oswald, of New York.

"What does the future hold for the printer?" Mr. Herbert was asked.

"A better understanding respecting other men's rights," he replied. "Printers will learn that there is no money made in trying to get business from the other fellow. A study of service is to come and the practice of fraternity in the printing business."

Mr. Oswald also saw a gradual improvement leading to better business conditions in the future.

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E. T. Miller, of Columbus, O., editor of the National Guard Magazine, the only publication for the interests of militiamen in the country, is a young man of military bearing, who is taking an active part in the printers' convention. He formerly was quartermaster-general of the Ohio National Guard, and says he organized his magazine to meet legislative needs of the militia.

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Success in the printing business is not entirely due to the machine-like devotion of the printer to the technical subjects which occupy the minds of delegates to the Cost Congress, if one will take the word of William H. Nau, Cincinnati printing salesman. Nau declares the secret of printing success depends upon two things—personality and service.

More than 600 participated in the banquet. Senator Underwood of Alabama, who had been announced as the principal speaker, sent his regrets at a late hour. In original verse, C. H. Barr of Cincinnati gave a toast to "The Ladies. Addresses were made by James A. Borden, secretary of the National Typethetae and Ben Franklin clubs, and Harry Tipper, president of the New York Advertisers' club. Mr. Tipper had come to Cincinnati to address a meeting of the Advertisers' club, but in courtesy to the printers, this organization became guests at the banquet, and Mr. Tipper, the speaker. "Advertising, said the speaker, "has done more to humanize business than any other single agency."

Chas. Francis, of New York City, who gave some very interesting personal reminiscences. Mr. Francis spoke of his early experience as an apprentice and printer in Australia, where almost all of the work was done by hand, and later in England, after which he was compelled by the climate to remove to the United States. During his early residence here he was in business in a number of cities in different parts of the country and finally settled in New York City. Mr. Francis detailed in an interesting manner the evolution of the tools and processes of the printer from the time of the crude hand-press up to the present highly improved tools. He also spoke of the changing character of type styles and ornamentation, showing how the excessive ornamental styles of years ago had been laid aside for more simpler forms; also how the printer formerly worked largely in conjunction with the lithographer, and pointed out the fact that due to the offset press this condition was again coming about.

Mr. Francis ended with a very strong plea for all printers to join the Graphic Arts division of the Associated Advertising Clubs, pointing out that their work was largely in common.

Mr. Francis was followed by Mr. E. P. Mickel, fondly called "Dad" Mickel, of Nashville, Tenn. One would expect to see a person of patriarchal appearance, judging by this term, but Dad says that he is a young man and that all men are young as long as they can see visions ahead. They get old only when they can see nothing but what has gone before. Mr. Mickel's address was full of meat and it would be hard to set down the telling points, but there are a lot of high spots which are worth remembering. Dad says that tradition is largely to blame for the printer not being a merchant. He is too busy being a printer and never started out to be a merchant. Dad says that according to statistics, when the printers thruout the country sell a dollar's worth of goods it costs them 93 cents. Other lines of business are satisfied to split fifty-fifty. Dad says many printers find their costs and post them up in blazing letters where they can see them all the time, but they don't believe them. Dad says that shops are composed of forty per cent men and sixty per cent machinery. He says the machinery department is highly efficient because the men who built the machine take care of that. He says it is up to us to train the forty per cent man-equipment ourselves and we have got to send them to school and teach them their work in order to make this part of the outfit match the machinery plant. He dwells on the efficiency of the manufacturing department, but emphasized the need of the sales department. He says salesmen are not born, they must be made; that we do not want orders as much as we do business; that it is not necessary to be steeped in the technical part of the art, but to be trained in the harmony of minds. He says psychology is greater than hustle. He says that printers do not read enough; that few of them read even the technical journals, that they are not satisfied unless they can do something with their hands; that we must not only teach salesmen, but apply the teaching to the work. He says that printers are too liberal and lack in imagination. He says that the salesmen must see things mentally as well as physically:

Following Mr. Mickel's talk we were treated to an address by Mr. Ben B. Herbert, the first president of the National Editorial Association and now publisher of the National Printer-Journalist. Mr. Herbert made a very strong talk for organization and spoke of the pleasure he took in being present at all conventions which have been held during recent years and of the benefit he himself had received from such conventions. Mr. Herbert is a splendid and enthusiastic speaker, and his address was nothing less than inspiring.

After the address by Mr. Herbert the meeting adjourned until 1:30 p. m.

Thursday Afternoon Session

The session on Thursday afternoon was opened by a very interesting talk by J. Horace McFarland. Mr. McFarland brought out many pertinent points in connection with his subject but dwelt particularly on the fallacy of trying to fill up idle time.

Mr. McFarland made a point "that cost relates to the proportion of sold time and not to the mythical 100 per cent time, which is a dream never realized. He also urged definite terms with customers and more business-like trade practices. Mr. McFarland also spoke on the practice of customers requesting the delivery of plates after the work is finished and declared that they have no claim on plates and plates should not be delivered.

He spoke of the fact that printers have turned over the real constructive service to the advertising man which should be retained by the printer and sold to the customer by themselves. The magazines printed in New York have increased during the past eight years their average of about 15,000,000 copies to about 50,000,000. He says that the reason printers are not salesmen is because they have not added the fair cost of selling to the price of their goods. He contends that when you buy a typewriter for $100 which cost $19.60 to build in New York you do not get the worst of it as the typewriter would be of no use to you if it were not brought to your establishment.

Mr. McFarland urged constructive work in selling of printing through co-operatve methods, and while this entails more brain work for the boss, it brings more return and is worth more to the public. He urges that the man who is always trying to save money is despicable and asks why not make money by building something tangible for the customer which in turn makes money for him?

No man would sell himself for money, but the best of men would sell themselves for service.

You can hire men to run the machines, but the boss must feed the men with work by using his brains.

Mr. McFarland urged more education for the future printer and spoke of the necessity of learning as a part of the future business printer's equipment.

The printers do not seem to want much knowledge, but they certainly need it.

Mr. McFarland was followed by Mr. Henry L. Bullen, Manager of the Efficiency Department of the American Type Founders Company.

Mr. Bullen was a successful printer and had retired from the business but through his expert knowledge of efficient methods in the composing room was induced to take up this line of work.

Mr. Bullen drew an analogy between the men who do not like historical things and do not like a Cost System. He says the cost sheet is simply a history of the job and we must be governed by that in handling the future job . Many practical men do not see this relation.

While we are making history ourselves we always seem to be more proud of that of our forefathers. Mr. Bullen spoke of the high social position of the early printers and told of their prosperity until the invention of machinery such as the steam engine, etc., which made the early methods of hand work obsolete and demoralized the former standards. The early method was for the pressmen to sell the press work to the employer at so much per token made ready just as the compositor sold matter corrected and locked up for the press. In this way it was easy for the employer to figure his costs.

The invention of machinery did not bring prosperity to printers because they failed to assess the cost of these machines and inventions to the customer. The mistake was and is still the teaching of our customers that with improved machinery the work will be cheaper, whereas the work is growing yearly more expensive. He further stated that the craft will be more prosperous during the coming decade by virtue of the Cost System for we must bear in mind that it must be accompanied by good business training and careful study.

Platen Press Division

It was the aim to encourage discussion as much as possible at the Platen Press Division meeting, Parlor 7, Mezzanine floor, at 3:15 Friday afternoon. E. F. White brought out the need of organizing our cost and price knowledge so that it is in usable form. Much of our experience goes for naught simply because it is not put into systematic shape for reference.

W. B. Lawrence discussed the advantages of a platen press division. He referred particularly to the experience of Cincinnati printers.

Albert R. Riggs opened a discussion on the Relative Cost of Two-Color Work when compared with printing in black only.

The Grouping System and Minimum Basis for making prices on small job printing was briefly reviewed and discussed. Each person was supplied with a printed copy of the chart.

The Friday program was filled with instructive interest and practical demonstrations, and consisted of the following numbers:

J. Clyde Oswald, editor American Printer of New York; subject, "A Discussion of Overhead."

Discussion.

E. F. White of Powell and White, Cincinnati, Ohio; subject, "A Grouping System of Making Prices on Small Job Printing in One and Two Colors."

Address—J. M. Thomssen, of Methodist Book Concern of Cincinnati. Subject, "A Cost System in a Large Printing Office," illustrated with charts.

Address—T. E. Donnelley, of Chicago, of R. R. Donnelley & Sons Co.; subject, "The Experience of the Lakeside Press in Training Apprentices."

Discussion.

There were also department meeting of the following divisions:

"Daily and Weekly Newspaper Sections"; "Cylinder Press Division"; "Composing Machine Division"; "Blank Book Manufacturers and Binders." All proved profitable in the papers and discussions of practical subjects coming within the province of the different branches of the trade.

The "Daily and Weekly Newspaper Sections" met in the convention hall of Hotel Linton at 3 p. m. and was presided over by Clyde Oswald of the American Printer, who took the place of Mr. C. A. Clark of the Western Newspaper Review, who was absent on account of the death of President George A. Joslyn of that company.

Chairman Oswald opened the meeting with appropriate remarks on the value of organizations and of such consideration of practical topics as had been provided on this occasion. He introduced the several speakers and called out others for discussion of the topics presented. The discussions became the leading feature of the session and were animated, earnest and practical.

The opening address was by the President of the Ohio Associated Dailies, Commodore G. W. C. Perry—an ideal, large, stalwart, manly-appearing American who looked the part of Commodore—on "The Print Paper Situation." He told of investigations that he had made and gave a rather discouraging outlook on the "situation."

Other addresses were:

Address—W. J. Mortal Somerset, Ohio, President Buckeye Press Association; subject, "The Waste Paper Basket."

Address—John W. Gaines, Bowling Green, Ky., President Kentucky Press Association; subject "Co-operation Among Newspaper Publishers."

Address—George R. Kinder, Miamisburg, Ohio, President Miama Valley Publishers' Association; subject, "Handling Advertising Co-operatively."

Topics: "Why Not a Subscription Rate of $1.50 per Year in Advance?"—R. P. Sulte, Times, Rockwood, Tenn. "Raising Advertising Rates," A. J. Heuring, Dispatch, Winslow, Ind.

The addresses on "The Waste Paper Basket" and "Why Not a Subscription Rate of $1.50" are published in full elsewhere in this issue. The paper on "Handling Advertising Co-operatively" covered grounds recently pretty fully treated in the National Printer-Journalist, in discussing the method presented by Mr. H. H. Bliss of Janesville, Wis., on page 584 (September issue). The plan, of course, with variations to suit the locality, seems to be entirely feasible and successful wherever adopted and put into practice with perseverance and conscientious adherence to requirements as to fixed rates, entire truthfulness and coöperation, with the use of community surveys and the other approved plans or measures. The discussion had hinged largely on securing rates. Chairman Oswald called on B. B. Herbert of the National Printer-Journalist to close the discussion, saying that "the meeting will be incomplete without a parting benediction by the founder of the National Editorial Association."

Mr. Herbert spoke briefly on the pleasure enjoyed at this meeting, that awakened such interest and earnestness and brought out so much of practical value. The first and great essential in fixing and securing proper rates for subscriptions, for advertising and job work, is to be absolutely informed as to costs. All business men, who are worth while, all honest men, are willing to pay living prices. Ignorance of costs has been the bane of the printing business. He referred to early experience in confirming this opnion. He had, within three years, paid a hundred dollars to an expert to install the new standard cost system, tho his office was not large and he had had over forty years of experience in the business. Knowing costs and then charging accordingly solves the rate question. He emphasized the importance of organization, mutual understanding and hearty, intelligent co-operation, and urged the editors to attend the approaching convention of the National Editorial Association, that is now making great advance along practical lines, to be held at Minneapolis ,Minn., next summer.

The Banquet

C. Lee Downey presided at the banquet as toastmaster.

The dinner was faultless and was served promptly at 6:30. The guests of the evening were all unanimous that they had come "to the end of a perfect day," when the climax of table fireworks, confetti and noise making machines and the strains of America brought the pleasurable event to a close.

Jos. A. Borden, of Chicago, Secretary of the United Typothetae and Ben Franklin Clubs of America, was well received with his address upon the purposes of the organization which he represents.

Harry Tipper, President of the Advertisers Club of New York, made a very favorable impression. His address was on "Humanizing Business." He declared that "printing has done more to humanize business than any other agency. Mankind has delved in laboratories and spent countless thousands to humanize machines, yet there has been no laboratory for the betterment and understanding of human industry. Advertising has committed business to a policy, and, after all, advertising is printing, for the printed word has a vitality beyond the spoken."

Saturday was devoted to Reports of Committees; Election of Officers; Unfinished Business; Visit to Ohio Mechancis' Institute.

"The Waste Paper Basket"

A Means of Income, Economy, Orderliness, and for the Protection of Advertising and News Columns from Impositions.

NEXT to the mother-in-law joke, the waste paper basket ranks with the printing office towel as a fertile field for newspaper humorists. It has been worked until worn threadbare and a bore, but in the latter respect will probably have nothing on this talk.

But, all joking aside, the waste paper basket is one of the most necessary adjuncts to any newspaper office, and, despite its name, can be made financially profitable. The most of us think the tiny scrap of paper is of such infinitesimal value as not to be worth saving, but when we take into account the number of such scraps that accumulate each day, and multiply this by the number of working days each year, the total will be surprising. And as it costs but a trifle to have the "devil" make these scraps into neat bales, the resulting profit is worth looking after, especially to the average country printer. Then, besides the money value, the waste paper basket is valuable to keep the office neat, an asset not to be overlooked as neatness not only impresses the caller but also creates a feeling of self-respect in the man who occupies the office.

Each succeeding year teaches me more and more the value of the waste paper basket, not only in the ways previously mentioned, but in providing a safe and suitable repository for about seven-eighths of the advertising propositions and supposedly news items that come to the desk of the country editor. Yet I sometimes think that many editors do not possess such a thing as a waste paper basket, as they give their columns to everything that comes along, thus not only losing the money profit to be derived by selling the contents of the basket, but also giving away their space—their stock in trade—and cheapening themselves and their papers in the sight of their fellow workers.

Right here I want to make a comparison. You all know that the closer you prune a grapevine or a fruit tree, the larger and better will be the yield the succeeding year. So it is in the use of the waste paper basket in connection with the many offers and requests for space in your columns. Trim them out closely, accept only those that are sure and that offer a just and living price, and then note how much greater your profits will be at the end of the year. Don't be afraid of overtaxing the waste paper basket. Most of them are well built, have strong constitutions and are well able to swallow and retain all the dope and slush you may give them.

Now, despite the fact that many of you may disagree with me regarding some of them, I want to mention some that, in my estimation, should be tossed into the waste paper basket without even reading:

International Harvester Co.,
State Fire Marshal,
Ohio State University,
Paramount Film Corporation,
Maxwell Motor Co.,
Baltimore & Ohio R. R. Co.
Erie R. R. Co.,
Ohio Experiment Station,
The Peter Radford dope, under various names, but which any discerning newspaper man can easily detect.
Scores of patent attorneys, who want to send a so-called national capital letter in exchange for your valuable space. Also a few nearer home, one or two with headquarters in Columbus, but whose dope will invariably be found to contain a boost for some corporation or candidate, altho veiled under the guise of news.

The U. S. Department of Agriculture, and scores of others are of no earthly use to you except as waste paper. In fact, the majority of them are a detriment, in that they occupy space that could be sold for real money, but give you nothing in return.

Since I have adopted an ironclad rule of consigning all these to the waste paper basket, many of them with the seal unbroken, my advertising columns have been healthier and have yielded a much larger income. The point is this: When a national advertiser, who is good pay, sends for sample copy of your paper and finds it full of the kind of slush mentioned, he at once concludes that the man back of the paper hasn't much progressive spirit or his columns would be filled with good live advertising matter, and he eliminates that publication from his list. But, on the other hand, if he finds the paper clear of all phony news matter and cheap fakir advertising, he will make a contract at a right price. Further, under present day conditions, there is too much good legitimate, paying stuff to be had for any publisher to waste time and money in setting stuff of this nature, which I have serious doubts is read by one-tenth of his patrons.

You may think I am too radical in some of my views and assertions, but I have studied this feature for years and have proved the truth of my assertions in my own paper. There was a time when I was inclined to accept almost everything in the classes I have named, and my cash book showed it. Now that I have eliminated all this free stuff and doubtful ads, I am receiving twenty-five dollars in foreign, sure pay ads to where I formerly received one dollar. So I believe I am justified in taking the stand I have and in dumping all this stuff into the waste paper basket.

But it is not only in connection with foreign offers that the waste paper basket can be made useful. A great deal of stuff emanating in our own individual communities should be consigned to it unless accompanied by the regular advertising price. Almost every community thinks the home paper should boost its churches, societies and schools entirely free of cost. But should it? If the editor belongs to church (and few do) he without doubt pays his share for the support of the pastor, the various benevolences and incidentals. As a member of any society, fraternal or social, he either pays his annual dues or gets "fired." And so far as supporting the schools, he semi-annually visits the county treasurer and hands over his share of the taxes. And if he lives in Franklin county he is probably paying taxes on several hundred dollars which have been arbitrarily added to tax his returns. At least the newspapers of that county claim that such is the case. No other business man thinks of paying his dues in these societies, or his taxes for public purposes, and then donating a large part of his stock in trade. Why should there be one standard for the printer and another for the remainder of mankind? It may be a difficult matter for the newspaper to decide just where to draw the line between free and paid matter, but a decision should be made and then lived up to. And be certain that such decision be just to yourself.

Again, the waste paper basket can, and should, be used for much of the stuff we each grind out at our individual desks. I will venture the assertion that man present can recall some article of his own, which, after its publica-he has told himself had far better gone into the waste paper basket than into the columns of his paper. How about that "roast" you gave John Higgins? It sounded all right when you wrote it, and just at that time you honestly believed John deserved all you gave him. But after it was printed and your "mad" had worn away a little, you wished you hadn't spread it on quite so heavy. It reminds me of a story about Abe Lincoln. One day while he was President, Secretary of State Stanton came in all "het up" concerning something a certain general in the army had done. The action did not coincide with Stanton's views and he was for severely reprimanding the general. Lincoln listened to Stanton's tale of woe and then told him to write a letter to the general and to make it strong. Accordingly, Stanton at once wrote a "scorcher," which he read to the President and it was pronounced O. K. After folding and placing it in an envelope Stanton started to leave the room, when Lincoln inquired what he was going to do. "Post this letter," replied Stanton. "Oh no," said Lincoln, "not until morning, after we have slept over it." The letter was never posted. So it often is with much of what we write. If we could sleep over it before giving it to the printer, it would never see the light of day, but find a calm repose in the waste paper basket.

In closing, you will perhaps say I am a fiend on the matter of the waste paper basket. I'll admit it. Thirty-five years in the newspaper business has convinced me that there is entirely too much good white paper wasted in conveying trivial stuff to the newspapers, and one of the best ways to stop this waste and discourage the writers is to consign it to the waste paper basket. Perhaps that is your opinion of this paper, but I have as an excuse that I was asked to say something, and do not force it on you unsolicited and over the signature of "A Reader," "One Who Was There," "Citizen," "A Voter," or any of a hundred other signatures used by writers for the press. And you have the consolation of knowing you are not asked to print this. So your waste paper basket will not be burdened in this case.

I thank you for your attention, and close by saying "Long live and flourish the waste paper basket."

Paper read by W. J. Mortul, Somerset, Ohio, President of Buckeye Press Association, before the Daily and Weekly Newspaper Section of Ohio Printers' Federation Congress, Cincinnati, October sixth.

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"Why Not a Subscription Price of $1.50 a Year?"

By R. M. Sulte, "Times" Rockwood, Tenn.

A SUBSCRIPTION price of the average weekly has been one dollar per year. That seems to have been the standard, and most publishers have been content to plod along in the old rut, print and send out their editions each week with no idea as to whether they were getting actual cost out of this end of the business. The experience of one publisher as published a short time ago in one of our trade publications should be sufficient to open the eyes of all weekly newspaper men. This particular publisher had a shbscription list of 1,400 and was figuring on yearly receipts of one dollar from each of these subscribers. One day, however, he took his pencil and began to figure. Instead of $1,400 from his subscription list he found that he was receiving less than half that amount. In other words, half of those 1,400 readers were paying all that was received for the papers that were mailed out each week, and in reality that publisher was only receiving an average of 50 cents per year on his subscription list of 1,400. Needless to say he brought the ax to bear on this end of his business.

The great world war, whether it be responsible or not, gets credit for the rapid rise in the price of everything, printing material along with the rest. At the prices we are now compelled to pay for everything that goes into the making of a newspaper there can be no profit to a publisher at the old one dollar rate, even if his subscribers are all of the prompt-paying variety. Even at $1.50 per year the margin of profit is small, and collections must be kept up if this margin is maintained. For thirty-five years the Rockwood Times was published at one dollar per year, but last January, when the paper entered upon its thirty-sixth year, a dollar and a half rate was handed to its readers as a sort of a birthday offering. Of course we expected to lose a large number of subscribers, but a surprise was in store. Twenty-six out of 1,450 could not afford to pay the increase at that time, but since then nineteen of that number have decided that they could, and as a result of this increase the Times really lost only seven readers and their places have been taken by several times that number. The extra fifty cents on each reader makes a nice sum within the year and comes in handy in a thousand and one ways with which every publisher of a weekly newspaper is familiar. People will pay the price for a good, readable home paper, well filled with local news. A few old fogies will object, of course, but as a rule they are the ones who "ride" the newspaper for all it is worth, and every community and business enterprise is better off without them.

As to a payable in advance subscription rate, this is something rather novel in the weekly field. However, the Rockwood Times is going to adopt that system with the coming of the new year. Whether it will be a success or not remains to be seen, yet the publisher will have the satisfaction of knowing when the mail goes to the postoffice that every paper has been paid for. Even if it cuts our present subscription list in two, we will still have an income equal to what is now being received from this end of the business. There is no sane reason why the weekly newspaper with a paid-in-advance subscription rate should not succeed just as well as the big daily papers. If a paper is produced that the people want they will get it, no matter what the subscription terms are. We expect our list to drop—we are sure it will—and as a result the advertising rate may be affected to some extent. Yet with a paid-in-advance subscription list the quality will be materially improved upon, although the quantity would be reduced. With the former the advertiser would be assured of readers for his advertisement who have the money to spend, while under present circumstances only about half of the average circulation of weekly newspapers may be looked upon as prospective customers. "Get the money first" would be a good slogan for every newspaper publisher, and the signs seem good at this time for this to soon become a reality. One asks occasionally why it is that the newspaper man never accumulates a fortune. To those of us on the inside the answer is easy: We give away more in the run of a year than we take in in hard cash. If the gifts are not in real money they are in its equivalent, and it all counts for the same in the long run. During the past few years publishers have gotten closer together and there is more organization among them than there ever was before. This is a good sign, and leads one to the belief that within a few years newspaper men will adopt real business methods and advance just as the merchant and manufacturer does. Until they get their eyes open to the real cost of the product which they turn out this will not be so, but just such gatherings as this one is helping them more than years of experience possibly could. But I have said enough and must yield the floor to others who will have more interesting and important things to say. I thank you.

(From address read before the Daily and Weekly Newspaper Section of the Ohio Printers' Federation Convention, October sixth.)

Cincinnati and The Convention

IT WILL BE admitted by all who enjoyed the pleasure and profit of attendance thereon, that the convention of printers and newspaper makers, at Cincinnati, October 5th, 6th, and 7th, under the direction of the Ohio Printers' Federation, proved signally successful in every way. It was frequently remarked, by those in attendance, that no nation-wide convention had ever proved more complete, profitable and enjoyable, and that, at very few, had the attendance been larger. Ohio, outside of, as well as in the city, was splendidly represented by representative men, and the members of the local organization and representatives of the press, the ink, printing machinery, paper and other establishments, were on hand, cordially to greet and to entertain their guests and to participate in the program of the convention and in the delightful entertainments, which had been so well and liberally conceived and arranged. Kentucky, Indiana and Illinois came next to Ohio in number of representatives, and then came Pennsylvania, West Virginia, New York, Iowa, Texas and Wisconsin.

The halftone, from photograph taken at the banquet, presented herewith, gives a pretty good idea of the quality of the members of this great body of printers and newspaper makers, gathered on this occasion to discuss the means for the betterment of these high callings, that serve all others most effectively and that should be accorded consideration and remuneration in proportion to the value of the indispensable services.

How profitable were the papers and discussions is indicated by what we have been able to give from the report and the publication of a few of the addresses.

The splendid new hotels, The Gibson—where most of the meetings were held—and The Sinton, on the opposite side of the street, where the newspaper men foregathered, helped most materially toward the comfort and enjoyment of those in attendance. We could but contrast, from memory, these splendid hotels with their great lobbies, dining, banqueting and ball rooms, convention halls, mezzanine floors, roof gardens, elevators, electric lighting and all else, with the old Burnet House that, thirty years ago last February, had answered as headquarters for the second convention of the National Editorial Association. Yet the Burnet was a pretty good hostelry for its day, and we had a good time there, with a banquet that lasted from 8 p. m. to 4 a. m., at which twenty-six states of the Union were represented by newspaper people, and an effort was made to have a response to a toast from each of these states, with Murat Halstead, "The Field Marshal of Journalism," for Cincinnatti. The sad thought was that nearly all who were present then have passed away, like the old house, but then their places have been taken by others who are striving for better things in these callings—preservative of all knowledge, all arts, trades, human rights and good government.

The growth and improvement of a city is first revealed to visitors by the existence of better hotels and, in this regard, as in others, Cincinnati is entitled to her early won title of "Queen City of the West," tho what was "the West" has become "East" to more than one half of the population of this great Union. The management and character of the new hotels suggested, whether or not the formation of associations of all trades and callings, with their thousands of conventions, nearly all formed since that of the National Editorial Association in 1885, had not helped toward the improvement of hotels, as well as to the betterment of all the callings.

While everything passed off as planned, orderly and with zest, there was just one drawback affecting the visits planned to different places, plants and establishments of the city. That was the exceeding warm weather that prevailed not only in Cincinnati but thruout the Middle West, even in Chicago that boasts of its cooling winds from the Great Lake that has given it the name of the "Windy City." We, however, in spite of the heat, visited the factories of the Queen City Printing Ink Company, The Ault & Wiborg Company, The Printing Machinery Company, The Methodist Book Concer and Ohio Mechanics Institute.

The Cincinnati Banquet to Printers

The growth of ink manufacturing in Cincinnati h been remarkable as indicated by the enlargements of t great factories visited. The description of an ink facto is almost impossible without illustration, but the wid use of inks made in Cincinnati is proof that the mean for manufacture are adequate in extent and perfect a to the means and materials used. The Ault & Wibor Company have established plants at New York and othe points in this country, and in London, Paris and Sout

America—the business in South America having reached a million and a half dollars last year. This company has, within the past two years, invested something over a million and a half dollars in a factory for the making of dry colors so as to be independent of Europe, and are now producing a number of intermediates and dyestuffs, as well as chemicals, that previously were imported from Germany, and can now fairly meet most of the wants of letterpress printers and lithographers on first-class colors. It is to be hoped that this industry, which is being developed also at Brooklyn and at one or two other points, will receive proper protection. The wages in this country in this line of manufacturing are about three times greater than are paid in Germany; and without protection to compete with Germany at the close of the war would be very difficult, yet it has been demonstrated that not to have the analine dyes and colors made in this country is disastrous, if not actually ruinous to our home industries.

and Newspaper Makers, October 7, 1916

The Printing Machinery Company has built up a great establishment in a comparatively few years, with branch houses in both New York and Chicago. The growth tells of the value and the practical, useful adaptability of their products. Those who are interested should write to the home office or either of the branches, for the work published by the company, entitled, "The Foundation Block of Profitable Printing" (see ad, page 615).

The visit to The Methodist Book Concern awakened boyhood memories, where, at the old farm home in Fulton County, Illinois, and then at the new prairie home in Henry County, Iowa, and a little later in Minnesota, the Northwestern Christian Advocate, issued from the Chicago branch of the Book Concern, and edited by the brilliant, spiritually-minded Reverend J. V. Watson, was the vale mecum of the whole family—instructive and inspiring.

The Cincinnati Methodist Book Concern was just adjusting itself in new quarters and all was far from being settled, but there was much to see in the way of all that pertains to a great printing and publishing house, with composing room, equipped with modern composing machines, the press room with its great presses, the bindery with modern folding and binding machinery, the engraving and electrotyping department with chemical baths and all modern appliances for preparing by aid of chemicals, light and electric currents, illustrations and printing surfaces. One feature of interest was a handsome chapel, finished, with high ceiling, light and bright. Then there were the numerous publications and stacks of bound volumes, dealing with man's spiritual life, uplift and destiny. The seeds of truth sown by John and Charles Wesley and the other members of the little band of "Methodists" at Oxford, have borne fruits in business and in millions of human lives beyond all that could have been imagined. There is a lesson therein as to the possibilities of accomplishment thru humble, earnest service and honest zeal, seconded by continued, methodical, well directed effort. The Book Concern with its publications has become the strongest arm of the Church with its millions of members. J. M. Thompson, the printer, with forty years' service in the establishment, greatly endeared himself to all members of the convention. His address on "A Cost System in a Large Printing Office," Friday, was greatly edifying, instructive and profitable, but his many attentions and courtesies were inspiring and endearing.

he visit to and thru the Ohio Mechanics Institute under the guidance of its president, John L. Shearer, proved a liberal education in efficient methods for helping youth to acquire practical knowledge in the arts and to master useful trades. In an address before the convention on Thursday evening, President Shearer had already given the manner in which printing is taught in the Institute, but the equipment of the great, handsome building, with its roof garden, from which an enchanting view of the city was enjoyed, and a conducted trip thru the departments with explanations by the president, brought before the visitors all the great work that is being accomplished. Incidents were given of earnest students working their way thru the different courses to preparedness for life, that were of thrilling and pathetic interest.

At the close of the convention each delegate was presented with a handsome sample case, furnished by the two convention hotels, and filled with a hundred samples of Cincinnati manufacture, advertising specialties and matter. The badges furnished—metal on ribbon—were very handsome and will be preserved with appreciation as mementos of the memorable occasion.

The Quality Electrotype Company presented each member with a splendid portrait of Benjamin Franklin—an electrotype shell made by lead mold process, with the words, "Souvenir of Ohio Printing Federation Convention held at Cincinnati, October 5, 6 and 7, 1916" engraved thereon.

Metallic checks were furnished by the Chatfield & Woods Paper Company that entitled each holder to a free ride anywhere in the city. Our check was 205, and so much resembled in size, shape and color a twenty-dollar gold piece that we are keeping it as a pocket piece in lieu of taking the automobile rides, tho we did enjoy one thru the courtesy of a representative of the Queen City Printing Ink Company, to their factory and return.

The upper part of the banquet room was filled with tens of thousands of gold leaf discs, the size of gold pieces, neatly strung on invisible threads. These imitation coins swung in the air and reverberated to the voices of the speakers with an effect that was as pleasing, as well as was the suggestion of wealth, by the imitation gold eagles, tho light, very thin, and in the air, like the money of the printers who do not know their costs.

The ladies were given the times of their lives, beginning with an informal reception Thursday morning in Rooms 5 and 6, mezzanine floor at the Gibson, after which they visited the fashion show at the Mabley & Carew Company.

Thursday afternoon the ladies enjoyed a trip to the Art Museum, Rookwood Pottery and Zoo Gardens, and in the evening attended the moving picture show in the main convention hall.

Friday morning there was a shopping tour of the retail stores, ending up with a luncheon at the Hotel Sinton.

At 2:30 in the afternoon, special cars conveyed the ladies to Fort Thomas and the beautiful Kentucky Highlands. In the evening many of the ladies attended the banquet.

Saturday the entertainments closed with a mammoth theater party at B. F. Keith's at 2 o'clock.

* * *

THE PRINTER—RICH MAN, POOR MAN, BEGGAR MAN, THIEF. WHICH? WHY?

By Edward P. (Dad) Mickel,
Secretary Nashville Printers' Club

All of us printers may be classed under one of these heads. Some of us may be classed in more than one; and, I regret to say, there are a few printers who may be classed under at least three.

I want to say at the start that the printing business is still to me the greatest industry in the world. More than forty years ago when I first commenced learning the printer's trade, I thought it was a magnificent institution; it was full of mystery; it was full of fascination; it was full of possibilities to me; and today, after traveling all these years, it is still the same absorbing, interesting, wonderful problem; and so I speak of the printer under these headings. What I say is entirely without malice.

The printer—the rich man. There are mighty few rich printers. We look around us and see men grow wealthy in the other great industries; we see them accumulate fortunes in money, and in industries, too, of less magnitude and importance than printing; but where are the rich men in the printing industry? Where are the millionaires and the multi-millionaires, who have become such in exploiting the printing industry? I never heard of but one millionaire in the printing business. Perhaps some of you know of more than one, and have heard of more than one, but a rich printer is so rare, and there are so few of us, that it is a remarkable fact when a printer does accumulate an independent fortune in the business. They are indeed so few that it will be necessary to take out a search warrant in order to find them. As compared with the other great industries, the rich man in the printing business is like the letter "x" in algebra. He is the unknown quantity, and while he is there, he is so rare that it requires more than a mathematical solution to discover him.

Why? There are big printing concerns whose annual turn-over represents hundreds of thousands of dollars; who are prominent for their organizations, their splendid equipment, their standing as going concerns, but that is all. They are not rich men, as the world classes rich men. You do not find them buying government bonds to fold away—their fortunes made out of the printing business. They are not enjoying life, the life of a man who has accumulated a fortune to retire upon, and the business continues to grow and prosper. Why? Because profits in the printing industry are seldom commensurate with those derived from other industries of the same or even less importance. There are mighty few rich men in the printing business.

The printer—the poor man. Here is where the printer shines. I wonder why it is that all printers love to be called poor men. I believe the great Master must have had the printer in mind when he said, "The poor ye have always with you." Printers do not object to being called poor. They call themselves poor. They tell each other and they tell the world, and they tell their customers, how poor they are. And "as a man thinketh in his heart, so is he."

Then the printer is meek as well as poor. And to quote one of the beatitudes, "Blessed are the meek, for they shall inherit the earth." But no one ever heard of a meek printer inheriting anything.

The printer—the beggar man. I suppose some of you will resent the term "beggar man" as applied to the printer. But just let me show you that the printer is a beggar man, and if he was not a beggar man, he would not be so frequently and so often a poor man. He is the only manufacturer that I know of who stands in the market places and begs people to buy his product. He does not undertake to sell it in the same dignified way that manufacturers in other industries do. He says, "Buy my printing. Let me do your printing, because I need the business. There is nothing doing in my shop: the wheels are idle, and I want to keep the organization going, and I will make you a price that will be an inducement." And so he begs for business instead of going before the buyer with a proposition that will enable the buyer to make more money out of the use of his printing, and thus have a reason for the faith that is in him. The printer is the only manufacturer, as I have said, whom I know of, that stands in the market place and begs for business.

The printer—the thief. Is the printer ever a thief? Thief is an ugly word, and yet a thief is one who takes that which does not belong to him. What makes the printer a thief? Fear! There is no class of manufacturers in the world who have so thoroughly ingrafted into their hearts and into their business an overpowering, overwhelming fear, as the manufacturer of printing. He is afraid first of his competitor; second, of his customer. He approaches neither of them with confidence in himself or in his business. I have known printers to take work into their establishments, and do this work for a great deal less money than they KNEW the work actually cost them to produce. Were they stealing when they were doing this, and if so, from whom? First, from themselves, and their families and those dependent upon them. Second, from the great industry as a whole, because they were destroying values, and they did this because they were in fear of their customer, and in fear of their competitor.

I have known printers to whom work has been entrusted without a price, to charge such exhorbitant prices for the work they did as to fully justify the term "robber," which is so often applied to us by the printing buyer. We destroy values and steal from ourselves, and some of us, when the customer is not looking, take all he has, and afterward chuckle over the fact that we get away with a big, round price on a job when the man wasn't looking. Is that legitimate business? Is that man entitled to faith?

Then again, the printer sometimes steals something that does not do him any good, and leaves his competitor very poor indeed. "He who steals my purse, steals trash; but he who robs me of my good name, takes that which does not enrich him, and leaves me poor indeed."

And so, briefly, I have held the mirror up to nature, and allowed you to look upon the printer as a rich man, as a poor man, as a beggar man, as a thief. I have said some severe things, I have said them with a purpose. I want to get you to think, because having criticised you under these separate headings, I want to get down to fundamentals, and suggest a way to help better these unfortunate conditions.

Old things are passing away. There is a new order of things in the printing industry in this country. Gatherings of this kind, which bring the printers together from all sections, from all the immediate surrounding states, to spend three days in counsel, in interchange of opinions, in listening to addresses, shows how deep the awakening has been, and how much they are interested in movements of this kind.

I want to get down to fundamentals. I want to say to you that there are TWO fundamentals in the printing industry. You do not recognize, as a general proposition, but one. You are absorbed in the manufacture of printing. Probably in nine tenths of the discussions here, the thought that will be advanced, will be along the lines of shop efficiency, of cost accounting, of the best way to do things, the most economical way in which we can manufacture printing in our factories.

I want to read you a paragraph that I came across a short time ago in one of our little journals, issued by a printers' organization: "Every job has a cost value all its own. The cost covers labor, material, and expense of doing business. When these three are known, it only remains to add a profit over all in order to do a successful business."

Like a great deal of literature sent out by printing organizations and printers, it is only half the story, and it is founded on the idea that if your manufacturing and accounting systems are correct, all you have got to do is to add the profit, and conduct a successful business. If this were true, it would be easy; but, unfortunately it is only half.

There is this other great thing, this other great fundamental. **You must sell the product of your factory,** and you must sell it at a profit, in order to be successful; and you must use means that will give you an organization capable of going into the market place and **convince people that it is the best** THING FOR THEM TO BUY YOUR PRODUCT AND PAY YOU A FAIR PRICE, **which will enable you to realize a profit.** As a general proposition, we do not do that now. We are only amateurs when it comes to selling printing, and yet our printing must be sold; in fact, we must sell it before we can manufacture it. In that respect we are different from every other manufacturing institution.

In the manufacturing department, we are devoting a great deal of time, and a great deal of study, and a great deal of money and talent, and everything we possess, in order to increase our efficiency, to enable us to cut down cost, but in the manufacturing department we have great helps. If we would have the manufacturing department 100 per cent efficient, please remember that at least 60 per cent of the efficiency must come from machinery, which is a mathematical or mechanical problem, and the remaining 40 per cent must come from men. Men whom you have educated, whom you have trained, whom you have endeavored to teach everything pertaining to the manufacture of printing.

In order to make a successful printer—a successful compositor, a successful pressman, a successful binder, he must serve an apprenticeship for a long term of years before he becomes a journeyman.

Now, in the selling department, if we are to have 100 per cent efficiency, it must all come from men. There is no mechanical or mathematical proposition to it. Yet we have neglected this department, and the people who represent us today, or the great majority of them, in the market places, are men without training; men who have simply come up, "just growed;" and we call them salesmen, when the fact is, that 90 per cent of them are solicitors, pure and simple. They never sold anything in their lives, and they never will. They go out with the same old stereotyped phrase, and want to know if they (the buyer) have anything to hand them today.

A printer solicitor—the beggar man; and it is not his fault. He doesn't know any better, and the fault is all your own, because you have insisted that the whole printing business was built around the proposition of manufacturing. We may have better conditions; we may have more money made out of printing when we give more time and thought and attention and study to the proposition of training and making printing salesmen.

But you must undertake it with the same care, with the same belief in its necessity, as you do the apprenticing and training of a compositor or a pressman. They won't come up over night; they cannot be made in thirty days and they should not be sent out on the battlefield of commerce and asked to hold their own without any equipment or preparation.

Oh, we hear a great deal about being prepared! about preparedness, about business preparedness, about military preparedness; but there are mighty few printers who I have heard say anything about sales preparedness; and yet this is more than half the battle in the printing industry—the selling of a product that must be sold before it is manufactured.

Printers give more real value to the customer than any other manufacturing industry. We give 97 ce in value for every dollar we receive. Practically ev other manufacturing industry has almost even splitting fifty-fifty, forty-sixty; but it is the printer who insi on giving everything he has and all he hopes possess, to the customer, and yet we wonder why are not growing rich; why we have so few rich m Oh, the whole thing hinges on the fact that we m have preparedness in our sales department; and must have patience while we prepare; and these m that we prepare must be thoroly prepared before send them out to battle with the buyer.

What would I teach a printing salesman? Th are a great many things—more things than you ev thought about. In the first place, he must be w grounded in the **faculties that he should cultivate a increase in order to possess the power to persua people to buy the** PRODUCT **of your factory.** must know much about the **harmony of men** with m He must be a past master in analysis. He must kn what **reason** and **logic** are, and **why they are,** and h they are **applied** in the printing business. He m know something of memory, and **be able to demonstra**

Do you know that there is not one printing sal men in a hundred—I might even go further than th there is not one in five hundred who is capable standing up and **expressing in a convincing manner t proposition that he has to offer?** He lacks the pow of expression because his mind is not or has not be trained.

Then again he must know the science of psycholog he must know how it is applied to the printing busine if he is to take his place as a successful salesman. must be told of the dangers that confront him, a how they are to be overcome. He must be drilled the philosophy and in the history of printing, and must study the practice of selling printing. The su ject is too large, it is too wide, it is too deep, for thirty-minute address to cover anything except the hi spots. But when we can have trained, educated, int ligent men to sell the product of our factories, th and not until then, may we hope to come into fulness of that profit which is so desirable and wh is so apparent in every industry except printing.

Other great manufacturing industries train their sal men, industries, too, which have a great deal eas proposition to sell than printing. They realize necessity; they realize its advantages. They do hesitate to take men and devote three or four mont to training them how to sell their product.

I am going to read you a clipping from a daily nev paper of last week.

"Those who know, give Hugh Chalmers of t Chalmers Motor Company credit for originating the id of the training school for motor car salesmen. Chalmers had a successful school as long ago as 19 and it has been the custom of the Chalmers Mo Company to begin the education of a Chalmers sal man by having him spend a few days in and around t factory before beginning work with a dealer. Chalmers' idea is now being crystallized into mo definite form by the newly organized sales promoti department of the company.

"A training school along very thoro and compl lines is to be organized on October 2. Sessions of t school will be held **three times a week** for **seve months.**

attered thruout the various departments of the y are young men of excellent education and per- y. Many of these men are at a loss to know to go about attaining their ambition to become car salesmen. They have natural ability, educa- nd every qualification necessary for the making good salesman, but they do not know and have opportunity for getting in touch with conditions that would enable them to achieve their ambitions. It is to these that the new training school offers its advantages."

If it is necessary, desirable and profitable to train men to sell automobiles, in the name of common sense isn't it a hundredfold more necessary to train men to sell the product of the printing factory? I leave the answer with you.

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hirtieth Annual Convention United Typotehtae and Franklin Clubs of America

By S. H. Horgan

(From October Inland Printer, Chicago)

HE convention of the United Typothetae and Franklin Clubs of America, held September 12th to 14th at Atlantic City, will prove to be the most constructive convention in the printing industry to date. The feeling was generally expressed that from now on the work of the past thirty years, since the first convention was held in Chicago, will bear fruit and there will be better conditions in the printing and allied industries.

ert W. Finlay, of Boston, who has held the presi- during two terms, is succeeded by C. D. Trap- , of Lincoln, Nebr., who has been first vice-presi- and chairman of the Executive Committee. The new officers are: First vice-president, Benjamin oulton, Providence, R. I.; Treasurer, Arthur E. worth, Chicago, Illinois; National secretary, Joseph rden; Vice-presidents: Charles L. Kinsley, Phila- a, Pennsylvania; George H. Gardner, Cleveland, O.; ves Rice, Los Angeles, Cal.; Executive Committee: Allen, Seattle, Wash.; Fletcher Ford, Los Angeles, D. A. Brown, Kansas City, Mo.; D. G. Whitehead, ond, Va.; Ennis Cargill, Houston, Texas; E. nce Fell, Philadelphia, Pa.; A. M. Glossbrenner, apolis, Ind.; William Green, New York City; e Harland, Detroit, Mich.; George K. Horn, Bal- , Md.; H. W. J. Meyer, Milwaukee, Wis.; J. A. n, Chicago, Ill.; Fred W. Gage, Battle Creek, William Pfaff, New Orleans, La.; E. W. Craig, ille, Tenn.; Joe B. Redfield, Omaha, Nebr.; Eugene er, Sioux Falls, South Dakota; B. F. Scribner, , Colo.; Fred L. Smith, Indianapolis, Ind.; John P. Rochester, N. Y.; Edward L. Stone, Roanoke, Va.; Stovel, Winnipeg, Can.; George R. Dorman, Pitts- Pa.; John S. Watson, Jersey City, N. J.; Louis B. ward, St. Louis, Mo.

ident Albert W. Finlay reviewed in his report the ss of the year. The activities in connection with hamber of Commerce of the United States; the improvements in the Standard Cost System and dorsement, after careful examination and test by ederal Trade Commission. This Cost System can d in all printing plants, from the smallest to the t.

organization also has available for the entire mem- p a standard form of apprenticeship indenture is strongly recommended.

relation between the United Typothetae and lin Clubs of America and the allied organizations the most friendly character, and this includes the paper trade associations, the photo engravers, electrotypers and lithographers, whether open or closed shop.

The primary work of the organization, being the business betterment of the whole industry, has extended to all parts of the world. Australia, New Zealand, Great Britain and Japan have called on us for assistance thru information.

President Finlay thanked the American Institute of Graphic Arts for its wonderful printing exhibit displayed at this convention. The Executive Committee has planned a campaign for three years, to cost upward of $1,000,000, to bring about improved business conditions in the printing industry and to prepare for the competitive conditions that will prevail at the close of the European conflict. The time has come for all printers to join hands to bring about standardization and uniformity, and to be better equipped to withstand the onslaughts of ruinous competition.

First Vice-President Traphagen's Report

Mr. Traphagen in his clear report summarized the work of the Executive Committee, of which he was chairman, and closed by a comparative statement of the production cost among the members who have standardized cost-finding, showing the progress that has been made. The totals for three years, which comprise labor, direct and general expense, are as follows: 1913, $1,604,000; 1914, $5,614,000; 1915, $8,889,000.

Printers' Credits Pro and Con

Fletcher Ford, of Los Angeles, supplied one of the most valuable addresses of the convention. He said that in no other business is the proper basis for credit so abused as in the credit customs as at present applied both to the granting and receiving of credits by printers. Then he pictured the various traps into which a printer falls in this matter. He advised the encouragement of local boards of trade, as they have in his city, to protect the printer.

Secretary Borden's Report

Thirteen cities have come into the organization during the year and have added local divisions. The banner for the greatest gain in membership was awarded to Salt Lake City, while Chicago still holds the banner for largest membership, having 239. A census of the printing industry represented in the United Typothetae and Franklin Clubs of America for 1915 has been completed, which shows that the members of these organizations have:

Plant investment	$109,949,135
Sales	187,206,530

Purchases of paper, ink, etc.		62,296,815
Pay-roll, office	$12,864,925	
Pay-roll, salesmen	2,889,175	
Pay-roll, mechanical	48,309,910	
		64,061,010
Number of employees		75,995

The work of the Research, Estimating and Employment Bureaus was called to the attention of members. The future organization activities were suggested and gone into in detail. These were mostly in the line of information for the members on cost-finding, training of salesmen, etc., in order to bring more business for the printer-producer—printing which would not otherwise have been produced.

The "Standard Price Book" and Its Use

J. Harry Jones, of Chicago, delivered an address on the "Standard Price Book," which was one of the practical talks of the convention. When this book was first issued, in 1913, it consisted of fifteen leaves; it now contains one hundred and two leaves. Three thousand of these books are now in use and it is expected by the next convention ten thousand will be in daily use.

Report of the Committee on Trade Matters

In its report, the Committee on Trade Matters presented the following resolutions:

Resolved, That all drawings, engravings and electrotypes made or bought by the printer and used in the production of a complete job remain the exclusive property of the printer and do not become the property of the customer unless distinctly so specified in the original contract and charged for specifically in the bill.

Resolved, That when a printer submits a bid for work, publicly or privately, he is entitled to know who his competitors are, and when the contract is awarded he is entitled to see the actual bids of his competitors and to read their specifications. And each one of our members is urged to respectfully insist upon this, not as a privilege, but as a right to which he is entitled. We believe it will bring about a higher standing in our trade and do away with supplemental bids and unfair prices.

(Signed) Benjamin P. Moulton, chairman; Edmund Walcott, J. Clyde Oswald, John E. Burke, Oliver Barr, H. M. Loth, Committee on Resolutions.

"The Danger of Modern Economic Policies"

Judge Alfred E. Owen, of New York, delivered a most valuable address with the above title. It was ordered printed and circulated in pamphlet form.

Report of the Committee on Resolutions

The report of the Committee on Resolutions covered twenty-five pages. It urged all employing printers to use the Standard Cost-Finding System as well as the Standard apprenticeship indenture. It protested against the exportation of paper before the demands of the home market were met. The printing of street addresses on letter-heads was urged. The committee protested against the sale of geological maps by the Department of the Interior, at a forty per cent discount to merchants, as an unfair interference with the map-publishing business of the country.

At the New York convention in 1914 a resolution was adopted recommending the discontinuance of the practice of giving general publicity outside the national and local associations in the matter of average costs of production, and it was suggested to the committee that certain comparison might properly be made without action contrary to the New York resolution. The committee, therefore, presented the New York resolution with the following addition thereto:

Whereas, It is believed that the further promulgation by general publicity outside our national and local associations in the matter of average costs of production is no longer to the best interests of our industry,

Therefore, Be It Resolved, That we recommend the discontinuance of this practice in so far as its circulation generally; and

Be It Further Resolved, That this resolution is not intended to restrict publicity with reference to a comparison of the number of firms reporting year by year, nor the volume of the business reported year by year, but is intended to confine the publicity of average production cost figures to our national and local associations.

Recommendations of the Cost Commission

The Cost Commission's report contained twenty-six recommendations which were adopted by the convention. J. A. Morgan, the chairman, and the other members of the commission, were thanked for their labors. The report of the Committee on Apprentices, covering twenty pages, was approved, and the Finance Committee was ordered to give the School of Printing, at Indianapolis, its financial support. Subscriptions were urged for sufficient money to complete the series of text-books for apprentices. The work of the Graphic Arts Association was commended.

Convention Publicity

The thanks of the convention were extended to The Inland Printer, The American Printer, National Printer-Journalist and Ben Franklin Monthly for their courteous co-operation in the publicity given the convention, also to the American Type Founders Company for a complete list of the printing houses thruout the United States. Active co-operation was urged upon members in their relations with the Legislative Committee and the Price-List Committee.

Color and Its Relation to Printing

Arthur S. Allen gave the most illuminating talk of the convention, which he illustrated with charts and any number of exhibits of good and bad color printing. Ink, he said, is one of the smallest items of expense on the average color job, and yet there is more trouble caused by the lack of knowledge in the use of it than any other item. Fussing with various color combinations by guesswork; trying to make ink lay on unsuitable stock; adding expense on expense without getting anywhere, are common occurrences in every plant.

He then demonstrated the Munsell color system, and by color-wheels showed how one can scientifically prove whether the correct combination of inks is being used in a job of color printing. Mr. Allen was given a rising vote of thanks by the convention for his valuable talk and demonstration.

The only woman delegate to the convention was Mrs. Clara J. Shepard, treasurer of The Henry O. Shepard Company, of Chicago.

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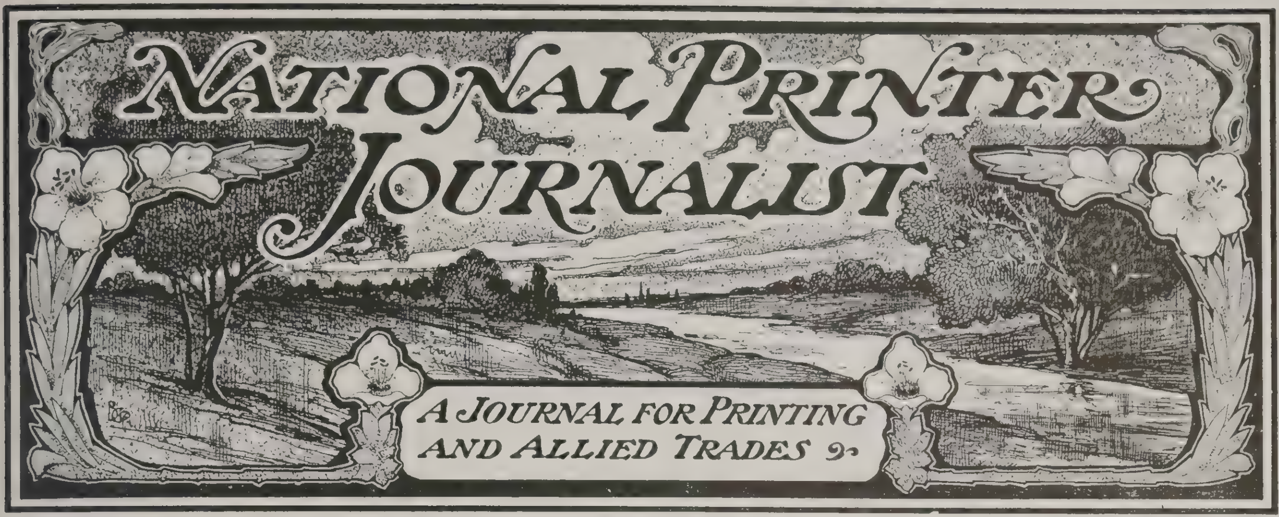
NEW MONOTYPE CATALOG

A very interesting catalogue hus just ben issued by the Monotype Company describing their unit system of construction. Like the Monotype itself, this catalog is arranged on the unit system; the ten most important advantages of the Monotype are taken up in order and analyzed in a clear, common-sense manner, and without any technical details. Then the different units comprising the Monotype equipment are shown with a brief description of the function of each attachment and its adaptability to work of every class handled in the composing room.

Certainly every printer, publisher or advertiser, who is interested in good typography, or who is considering spending money for type or typesetting equipment should ask the Lanston Monotype Machine Company, Philadelphia, for a copy of this new catalog.



NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, NOVEMBER, 1916 NUMBER ELEVEN

Cultivating the Business of the Farming Districts

The Greatly Increased Value of Farmers' Trade

PROSPERITY that has come to the farmers of America is matter of gratification to all. There is no other calling than that of agriculture more deserving or more important to the well being of the nation. With the increase of wealth of the farmers of America is a matter of and refinement with no loss of thrift and industry. There has been necessarily a great enlargement of the real wants of farmers with the means of satisfying wants. All who manufacture or deal in those things that contribute to the comfort and to the greater, substantial pleasures, improvements as well as to the new needs of modern farmers for better, more diversified, more intensive and profitable farming, usefully and justly should share in the great prosperity for the higher service, better results and the good of all. There is no more profitable field for legitimate advertising than are the rural districts in this year of 1916. This advertising should be reliably informing, educational and helpful.

These thoughts have been brought to mind while examining with interest and no small pleasure "The Capper Bulletins" of October, Vol. 8, No. 1, "Mostly About the Farmer's Wife." Our mother was a farmer's wife, a daughter of good, old Vermont. The New Englanders understand buying for the home and for the farm, but we are now all "Yankees," true Americans, in this country, whether native born or hyphenated thru adoption, and the first of the Capper brevities, in this neat little booklet, properly asks, "Whoever heard of a successful farm without a woman on it?"

Women are of first importance to all dealers who furnish supplies to the homes and "The Bulletin" is wise and renders a direct service to the Capper papers, to advertisers, and, for that matter, to all newspaper and periodical publishers by emphasizing that fact. Our rural daily and weekly newspapers, which we like to call the "home papers," can learn very much by studying "The Bulletin," altho it is published wholly as an organ of the Capper papers, largely, with the worthy and legitimate view of drawing advertisers to the farm publications. If we were now issuing a home paper we would endeavor to get the right to publish, with credit, very numerous quotations from "The Bulletin."

Here are the "Ten Commandments on Advertising" contributed, voluntarily, by Mrs. Jennie M. Fitzgerald, a farmer's wife, that are excellent for every home newspaper publisher, as well as for every one of his advertisers:

1—Thou shalt not admit unto thy pages any swindle advertisement to rob us of our cash.

2—Thou shalt not fail to advertise good foods, that we may buy with advantage to our family's health.

3—Thou shalt not fail to inform us concerning good pictures, books and music, that we may fill our homes with elevating influences.

4—Remember the morals of your paper, to keep it clean, and admit no spurious nor suggestive advertisements to poison the minds of our boys and girls, lest we be obliged to bar it from our homes.

5—Admit unto thy pages all advertisements of time and labor saving devices for the farmer's wife as well as the farmer, and our butter and egg money will flow into thine advertising coffers.

6—Thou shalt furnish us with information concerning refrigerators for our foods and high chair trays for our babies that shall be made neither of wood to harbor disease germs, nor of cheap enamel to give us appendicitis.

7—Thou shalt also inform us concerning moving picture machines suitable for community schools, that we may furnish the same drawing card for our young people as the city does.

8—Thou shalt not kill thy business by advertising that thy goods are "free," when in the end we will find that we must dig up the cash.

9—Thou shalt not covet thy competitor's business. We have money enough for both and we buy what we please anyway.

10—Thou shalt give us, in short, information concerning any good thing for the farmer's home, for the farm about his home, for his family within the home, or anything that is the farmer's.

Publishers should not underestimate the intelligence, nor the wide information, of farm readers, nor their buying power. Forty-three years ago, we personally canvassed the farms of Goodhue County, Minnesota, for subscribers to our home paper and we found farmers who took, for themselves and for the members of their families, from four to twelve different publications, and our mind went back to the time that a learned Professor, years before, in our boyhood days, had been called, temporarily, to edit the home paper and how, later, he told how very easy he found the task and then we thought of how us farmer boys on the farm, who were reading the greatest religious and secular weeklies, the old National Magazine published in Washington, the New York Rural and the Prairie Farmer, had made sport of the paper under his management. He had undervalued the readers of the paper. It is just about as unwise to undervalue the farmers as buyers as it is to underestimate them as readers. The farm families today read more and buy much more, on the average, than the city families, at least along all lines except where needs are directly supplied by the farm. Farmers do not have to buy milk, butter, eggs, vegetables, or meat and they have no rent to pay. The income of the farmers today is greater than that of the average city man and they are abundantly able to buy good clothes, all household supplies, labor saving machines and sanitary devices for both the house and the farm, as well as automobiles, pianos, and the best books, pictures, farm journals, and periodicals, the home daily and weekly papers, and keep a telephone, besides indulging in wholesome luxuries.

In this comprehensive little booklet appears the following from an address delivered by Marco Morrow, Advertising Director of the Capper publications, at the Convention of the Associated Advertising Clubs of the World at Philadelphia:

"It is frankly admitted that the farm family does not confine its reading to the Bible and the farm paper. These hold first place, but the country weekly has a place in the farm home; the city daily has some rural route circulation, and the magazines and women's publications have a scattering circulation in almost every rural community. * * *

"To sum up: A field embracing forty million people; with a ten billion dollar income and living better than any other forty million people in the world have ever lived; absorbing more than forty per cent of the retailed products of the country."

This booklet is five by nine inches in size, with thirty pages in covers of heavier India tint book paper than is the body of the book. The first cover page is devoted to the title that has been given and the last cover page to showing, in halftone reproductions worked into a combined design, the front cover pages of eight of the Capper publications, backed by the faces of a great multitude of the readers. The size is such as to get into the side pocket with the pocket book. It contains more of wealth or the means and possibilities for securing wealth, than is likely to be found in the money receptacle of any home newspaper publisher.

* * *

THE SCHOOLS SHOULD BE THE CONCERN OF THE PRESS

Not only from motives of humanity and patriotism, but for good and for sound economic and business reasons, the schools should be the constant concern of the press. The intelligent, self-reliant, successful men and women; good progressive, enterprising public spirited citizens are developed in the schools and such must be the supporters of, subscribers and advertisers in the newspapers. Besides this, even from the standpoint of present good-will, interest and support, the schools furnish most fruitful fields of promotion.

Every worthy man and woman, every good citizen is interested in the boys and girls at school and their proper education, training and attainments, to say nothing of their fathers and mothers, their uncles and their aunts. Yet the schools that should be made so much of, that contain deepest interest, and that furnish boundless fields for encouragement, helpfulness and usefulness, for giving pleasure and winning substantial profit, are neglected by the newspapers. Teaching is the noblest calling known among men and newspapers are principally useful as they are earnest, reliable purveyors of useful information and consistent, conscientious teachers of, and helpers to the mastery of, truth, and are in helpful accord with the teachers and the schools. This line of thought is not new to the pages of this journal, but was aroused, on this particular occasion, by the following that appeared in the Kansas Industrialist, of the Kansas Agricultural Colleges, at Manhattan, a publication devoted to industrial education and journalism:

Insist on Good Schools

"This is the time of year when special interest is taken everywhere in the schools. The young men and young women have gone off to college, the high school students are filling the local newspapers with accounts of football, debate, and other activities, and the smaller boys and girls are getting acquainted with 'Teacher' in the elementary schools.

"It is significant that the papers devote very little space to anything done in the elementary schools, whether in town or in country. The papers print what the people are most interested in. If the elementary schools were a chief interest of the people, the newspapers would be full of elementary school stories.

"It is a lack of interest in the elementary schools, whether people realize it or not, that keeps them from improving as fast as they should. How many parents know just what their sons and daughters are studying, and just how they are being taught?

"Everywhere the attention of parents would improve the schools. This is particularly important, however, in the country. In the cities educational work is more definitely systematized, with a large number of supervisors to see that it is carried on properly. In the country, if the parents don't watch the schools, nobody will do it, except the county superintendent, who never has sufficient time to give due supervision to every school.

"The country children need just as good training and in just as good schools as the city children. They will get it if their parents will investigate and then insist.

It is the privilege, duty and to the profit of the press to make the people "interested in the schools." The fact is that the newspapers are largely responsible for the "interest" of the people. The people are human beings and they naturally love the children and, from deepest sentiment, as well as from the greatest reasons of their own future comfort, well-being and happiness, are deeply concerned as to the lives of children. The subject is lacking in nothing, the fault is in the ignorance, the lack of appreciation and understanding—lack of zeal and right feeling and the easy-going indolence of the newspaper makers—that the schools are not given large place, with thrilling interest, in the newspaper columns. The fact is that the most of the newspaper makers have little conception of the possibilities or of their privileges, or duties of service. If the people are really most interested in the records of crimes, of filth, and all else of like character, that the press print, then it would not be out of harmony with the wisdom and righteousness of Providence, to permit the present world-war to spread and continue until the people of earth awaken to righteousness. If such be the sad case we certainly are much more in need of a revival of filial and parental piety of righteousness, than of a revival of narrow, selfish, self-seeking, so-called patriotism.

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The Great Value of the Cost System Is Everlasting Vigilance

EVERY progressive printer and every publisher must, long since, have been convinced of the value of a cost system, but like all other good things, the value consists not in installation but in its careful, continuous, conscientious use. In days past, when, at least, a revival once a year was a part of the effort of a certain church denomination, it was observed that some persons were found at each "revival" at the "mourners' bench" of the protracted meeting, or the camp meeting, seeking conversion. One elderly brother suggested that the only way to be sure of the salvation of these chronic backsliders would be to send them to heaven before the meeting closed. It is too much the same in the industries and in all the business of life. After getting started right, many fall by the way, are too careless, indifferent, shiftless or indolent to keep on the way, to use the methods necessary. Sometimes there is a lack of proper supervision, sometimes the shirking of employees, generally it is the American "vice of carelessness" that is the death of all efficiency and of all success. Recently the Ben Franklin Mutual Casualty Insurance Company of Chicago, issued a very effective sheet or hanger entitled "Safety Bulletin No. 6," with request "Put on Bulletin Board." The sheet contained a shrouded figure with fleshless hands, knocking on a door that bore the inscription, or house plate, "American Home." Above the figure were the words "Who Am I?" Below the figure, was the following in large, bold face type:

"I am more powerful than the combined armies of the world.

"I have destroyed more men than all the wars of the world.

"I am more deadly than bullets and have wrecked more homes than the mightiest siege guns.

"I steal in the United States alone, over $300,000-000.00 each year.

"I spare no one, and I find my victims among rich and poor alike, the young and old, the weak and strong; widows and orphans know me.

"I cast my shadow over every field of labor, from the tilling of soil to the making of every necessity.

"I murder, maim and cripple thousands upon thousands of wage earners every year.

"I lurk in unseen places and do most of my work silently. You are warned against me but heed not.

"I am relentless, I am everywhere, in the home, at the mill, on the streets or wherever man will venture.

"I am imitated and glorified by some in false bravado. I make men risk their lives to appear brave before others.

"I bring sickness, pain and misery, degredation and death, and yet few seek to avoid me, "I destroy, crush or kill. I give nothing, but take all.

"I AM KNOWN BY ALL, YET NONE BETRAY ME.

"I am your worst enemy, I AM CARELESSNESS."

A Cost System is a constant spur to vigilance, to watchfulness in production, to carefulness in buying, to eliminating of loss in labor, or in machinery; to a systematic arrangement of plant, to care in handling and cutting of stock. It begets the practice of caring for what would otherwise have been thrown away as waste, or wasted by lack of care. It brings out the actual producing, earning value of every one, and every thing connected with the business, but it does not do any of these things, unless applied all the time so that all the leaks or deficiencies are made known. Carelessness is the death of the Cost System.

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A VALUABLE COMPENDIUM OF INFORMATION

The Typo Alliance, of New York City, has issued a valuable compendium of information which will be found to contain data of the utmost importance to those who serve the printing, publishing and advertising interests of the United States. It is called the "Typo Index" or "Buyers Guide and Cyclopedia of the Trade." The first publication is known as the Eastern Zone Edition. Other volumes of equal import will be issued at the earliest possible date for the central, southern and western zones.

The information can be secured at the expenditure of a small amount of time because of the itemized and cross indexed list of everything contained upon the handsomely printed pages.

The book is divided into sections. Section 2 lists every article, supply or machine sold or used by the trade and the various kinds of trade work with the names and addresses of representative manufacturers, and jobbers who have submitted their proper listings. Section 3 is arranged alphabetically and contains street addresses, branch offices and officers or representative manufacturers and jobbers who are listed under the various classification in Section 2.

Section 4 contains the technical, statistical and general information which is constantly needed by the buying mechanical and other departments identified with the typographic trade. Brands and water marks of paper—over eleven thousand items in all—are listed in Section 5. The names of the owners of each trade mark, together with sizes and weights, colors and finishes, are given, as are also the names of the dealers, selling agents or distributors carrying these brands or water-marked paper in stock. Section 6 contains list of trade names applying to articles other than paper, used or sold in the printing trade, such as machinery, supplies, etc.

The last section, or number 7, contains beautifully displayed advertisements, the perusal of which will be found well worth while by printers, artists, or advertising men. One novel feature of the book is to be found between sections 1 and 2. It consists of two full pages of small labels which may detatched and used in writing to the particular firm or individual addressed. Every business man is interested to know the origin of an inquiry and the easy use of the labels upon the letter will have a thankful response. The sender of a letter thus marked will not only be satisfied in this regard but he will find that he will get better service from a fellow member of the Typo Alliance than if he dealt with a total stranger with no bond of commercial sympathy. The text upon the label is as follows: "This communication is from a user of 'The Typo Index' in which you are listed as selling the goods wanted. We ask your usual prompt attention and your best prices and discounts consistent with the amount of the purchase."

The book contains 250 pages, 9x12 inches in size. It is well bound and particularly well printed. The type is legible and the press work of a superior order.

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HOW ALL THINGS HUMAN MINGLE IN THE EDITOR'S DAILY WORK

The editor of the Oakley, Kansas, Graphic, gives the following glimpse of how all human interests, the dramatic and the prosaic; the sentimental and the cruel; the sedate and the comic; the sad and the gladsome mingle in the daily work of the home editor-man from morn to night and into the night,—and how before him in his sanctum, like a pictured film of the daily lives of all, young and old, rich and poor, wise and unwise, sorely oppressed and wonderfully blessed;—righteous and wicked:

"Just in the midst of an obituary of a dear friend and when hot tears threaten to flow down and blot out the words you write, there breaks thru the office door the radiant face of the daddy of a new boy! Tears and joy mingle in the same breath and the giving and taking away of life are recorded on the same page.

"Before you have finished the obituary the breezy advance man for a comedy show pops in and asks you to write a scream for his "Forty Fat Frolicsome Fairies" and how joyous they are. Before you have done with the kind words about the departed friend, the joy over the new baby, and finished the showman's ad, a fellow sneaks in to ask you to suppress the story of the fight that he was mixed up in. Then, after putting all the lace and trimmings on the bride's wedding gown, dressing the groom in the conventional black, and starting them off with congratulations and best wishes, you turn again to the tear side of life and write: 'But the stately ship moves on to the haven under the hill; and, oh! for the touch of a vanished hand, and the sound of a voice that is still.'

"Then comes a lull and the old typewriter is content to record the commonplace facts, knowing that just around the corner and each awaiting his turn, stands Joy, Grief, Sorrow, Mirth, Sarcasm, Wit and Laughter."

Surely the editor must be sound in sympathies, wise in understanding, quick in discernment, just and righteous in judgment, and nothing human must be foreign to him.

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TEACHERS IN JOURNALISM TO MEET IN CHICAGO

The American Association of Teachers of Journalism will hold their next meeting in Chicago Easter week.

It is planned to make the Chicago meeting similar to the one held in New York in 1914. The teachers who had the good fortune to meet in New York such men as Frank I. Cobb Adolph Ochs Louis Wiley, Charles R. Miller, Chester S. Lord, Frank H. Simonds, Albert Shaw, S. S. McClure and others, now want a chance to meet Victor Lawson, James Keeley, Bert Leston Taylor and others.

The executive committee is already at work upon the program for the 1917 meeting. The location is central, the time suitable to all and the opportunity to attend a really worth-while conference is a genuine one.

Activities of National Editorial Association Legislative Committee

Statement as to Postal and Other Legislation and Contributed and Needed Funds, Price of Paper, Etc.

Denver, Colo., Oct. 23, 1916.

Mr. B. B. Herbert,
Editor, National Printer-Journalist, Chicago, Ill.

My dear Mr. Herbert:—I am enclosing you herewith copy of circular letter and bulletin of the legislative committe of the National Editorial Association.

Yours sincerely,
G. E. HOSMER.

Circular Letter to Publishers

Denver, Colo., October 20, 1916.

Dear Fellow Publisher:

There are more than 29,000 newspapers published in the United States. They employ a vast army of men and women. They represent a capital investment much in excess of $250,000,000. Yet they display less definite, joint action about legislation affecting their business than do any one of a thousand other businesses no one of which is of similar magnitude.

It has only been on rare occasions that there has been any representative of the newspaper industry in Washington during Congress and this in spite of the fact that at least a dozen lobbies are always at work seeking laws which would cripple the newspapers. A few examples:

The "Penny Postage" people continually urging that the way to grant their reform is to raise the postage rates on newspapers—

Banks and large corporations insisting that the post office continue the printing of return envelopes without charge, to the detriment of every printer and publisher—

The man urging government regulation of newspapers on the plea of "public utility,,—

The urging government regulation of newspapers on the plea of "public utility"—

Paper manufacturers attempting to show that there is no combination to raise print paper prices—

In the last Congress the National Editorial Association had a representative in Washington most of the time. During the present session Mr. Hosmer, chairman of this committee spent three weeks in Washington. President Rountree was there somewhat longer. Both gentlemen donated their time and paid about a third of their expenses personally.

The New York Convention voted unanimously that a representative of the N. E. A. be kept in Washington whenever Congress is in session. The Legistative committee has decided that past President Rountree is the man who should go. The enclosed financial statement shows the small amount of money which the committee had to work with last year and how it was expended. It also lists $600 in pledges made at New York. $3,000.00 more is needed, if the will of the Convention is to be carried out, and a man kept in Washington during the Congressional Session.

Look over the enclosed list of bills which are now pending and then be sure that your state editorial association sends Mr. Hosmer, P. O. Box 95, Denver, Colorado, a check for at least fifty dollars AS SOON AS POSSIBLE. See that the newspapers of your state understand the situation. No money will be used for any expense not absolutely essential. No exorbitant salaries will be paid. A careful account will be rendered of all expenses.

THE LEGISLATIVE COMMITTEE, NATIONAL EDITORIAL ASSOCIATION.

Geo. E. Hosmer, Chairman, Lee J. Rountree, Secretary, Edward Albright, J. H. Zerbey, Jr., J. C. Brimblecom.

Bulletin of the Legislative Committee National Editorial Ass'n, Denver, Colorado, October 20, 1916.

Financial Statement, 1915-16

(For the year preceding the New York meeting)

The committee received contributions as follows:

Benjamin Franklin Club, First District (Minnesota)	$ 2.46
Minnesota Editorial Association	50.00
Colorado Editorial Association	50.00
Colorado Democratic Editorial Asociation	15.00
George Kimball, Colorado	5.00
G. E. Hosmer, Colorado	5.00
Tennessee Printers' Federation	25.00
West Michigan Press Association	10.00
F. O. Edgecombe, Nebraska	5.00
Kansas Editorial Association	20.00
National Editorial Association (General Fund)	200.00
	$387.48

The following expenses have been incurred and paid:

Exchange on drafts	$ 1.15
Stationery envelopes, letterheads, circulars, etc.	21.75
Stamps	30.00
G. E. Hosmer, expense trip to Washington: Railroad far and Pullman	102.42
Meals en route	10.50
Stenographer in Washington	2.50
Telegram to Rountree from Washington	.75
Lee J. Rountree, expense trip to Washington and expenses in Washington	210.00
Total expenses	$379.07
Balance on hand June 15, 1916	$ 8.39
	$387.46

Resources 1916-17

Balance on hand	$ 8.39	
Check sent during New York convention by Wisconsin Press Association	25.00	
		$ 33.39

The following pledges were made during the New York convention:

Iowa Press Association	$ 50.00	
Missouri Press Association	50.00	
New Jersey Press Association	50.00	
Massachusetts Press Association	50.00	
Colorado (a total of $125 since 1916)	50.00	
Minnesota Editorial Association (a total of $102.46 since 1916)	50.00	
Pennsylvania Associations	100.00	
Texas Press Association	50.00	
New York Press Association	150.00	
		600.00
Total present resources		$633.39
Amount which should be pledged		$3,000.00

Of these subscriptions, the following have been paid:

Iowa Press Association	$ 50.00
President Tomlinson, for New Jersey Press Association	25.00
New York Associated Dailies	100.00
Pennsylvania Associated Dailies	50.00

Massachusetts Press Association	50.00
Pennsylvania Weekly Newspaper Association	$ 25.00
	$300.00

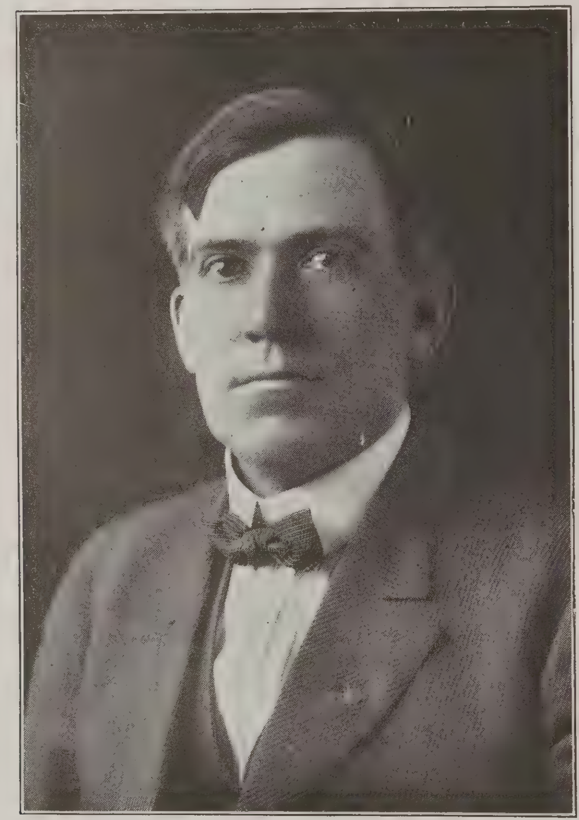
Since the New York meeting expenses have been incurred as follows:

Attorney in Washington	$200.00
Postage, stationery, printing, telegrams and incidental expenses	100.00

There are at least 25 bills now pending before Congress that affect the newspaper and printing business, either favorably or unfavorably. Among the most vital ones right now may be mentioned:

An amendment to the general printing bill, presented by Mr. Barnhart of Indiana, to discontinue the practice of the contract printing of envelopes for business men by the Post Office Department.

Bills by Senator Culbertson of Texas and Congressman Adamson of Georgia, and Congressman Adair of Indiana, allowing newspapers to exchange advertising space in their papers for transportation on the railroads.



G. E. Hosmer

A bill by Congressman Randall of California that provides for a zone system, as now used in Parcel Post matter, to be applied to second-class postal rates.

A bill introduced by Senator Blair Lee of Maryland, amending the copyright law.

A bill allowing the Postmaster General to send certain publications by fast freight, instead of by mail, recently passed by Congress. It was amended so that it only applies to certain monthly publications that print far enough ahead of their date that shipment by freight will not harm their business. Amendments providing for a hearing before the Post Office Department, and an appeal to the U. S. District Court, with an assurance of speedy trial, before the Post Office Department could change the sending of a publication to freight instead of mail, were made at the suggestion of the National Editorial Association. As this bill was at first introduced, it was properly called a "Press Muzzling Bill."

Other bills, that we should be watching, may possibly be introduced any day.

As thousands of newspapers in the country, many of them members of the National Editorial Association, are interested in the job printing business as proprietors of job printing businesses, this Association has been looking after their interests by endeavoring to stop the practice of the Post Office Depatrtment soliciting and selling the business men of the country stamped envelopes with their return business card on them at less than cost. It is an absolutely unfair competition that no business of the magnitude of the printing business should be put up against. It is a practice which costs the printing industry of the United States several millions of dollars each year, and which costs the taxpayers of the United States considerable money each year, simply, for the benefit of certain business men who use these printed stamped envelopes in large quantities. The small business man or professional man who may use five hundred of them would just as gladly pay a dollar and a half a thousand more for them, if he understood. But when the postmaster comes around and solicits him for an order of envelopes, and shows him how cheap he can get the printing, he does not know that his Government is losing money on the proposition, and orders the envelopes. He would be willing, if he understood the situation, to pay a fair price for the work he has done; but not so the large banker or business man who uses them by the thousand. He thoroly understands, yet is advocating one-cent postage and the continuation of the Government printed envelope.

It would be no more unreasonable for the Department of Commerce to go into the shoe or clothing business, and sell clothes and shoes at less than the DELIVERED COST, than it has to have the Post Office Department sell printed stamped envelopes at less than their cost delivered to the customer. The amendment now pending to the printing bill would do away with this evil. See your congressman and senator this fall when they are around after votes, and get him pledged to vote to do away with this evil.

Many of the smaller papers, and some that are larger, favor going back to the exchange basis for advertising with the railroads. The Culberson, Adair and Adamson bills on this subject provide methods of handling this matter that prevent its abuse, and, while not compelling the railroads and newspapers to exchange, gives them the privilege. While the members of the Legislative Committee do not think this is of as much importance as many other matters that are likely to come up any hour, we have favored it.

The "Zone System" of charging for newspaper postage is being urged by many people, and is likely to be enacted into law any time. The newspapers should have their representative on the ground, keeping in touch with the committee to see to it that such a bill, if it passes, does not put half the newspapers of the United States out of business.

The newspapers are vitally interested in copyrights, and no law amending the copyright law should pass that does not meet with their approval, if they can prevent it. We believe they can prevent it if they will take the necessary interest and give this committee the necessary backing we are asking for.

The New York meeting also placed upon the Legislative Committee the burden of looking after the investigation of the greatly increased cost of print paper, several speakers declaring that it was purely a combination for the restraint of trade. Your committee got busy immediately with the members of Congress and the Federal Trade Commission, Mr. J. H. Zerbey of Pottsville, Pa., being especially designated to look after this matter. Mr. J. Raymond Hoover, an attorney with offices in the Hibbs Building, Washington, D. C., was employed to look after the legal ends of the proposition in the capital city.

On August 1st a meeting before the Federal Trade Commission was had, and following that, schedules of questions were sent out by the Federal Trade Commission to newspapers all over the country, asking certain definite information in regard to the print paper situation. Enough answers to these questions had been received on August 29th to cause the Federal Trade Commission to send a circular to the Print Paper Manufacturers' Association, urging them to do everything in their power to take care of the demands of the newspapers, particularly those in the smaller cities and also urging them to endeavor to stop the practice that has been pursued in some quarters of charging a great deal more than the traffic can bear. This seems to us to indicate that the Federal Trade Commission has made up its mind that the print paper manufacturers and jobbers have been taking undue advantage of the extraordinary demand for print paper.

We are anxious to have an oral hearing, with our attorney given a chance to cross-examine the manufacturers, at the earliest date possible, and if you have not answered the questions sent out by the Federal Trade Commission, we wish you would do so. If you have any information showing where a paper jobber or manufacturer has canceled contracts or shown great discrimination in quoting prices in a given territory, I wish you would let us know all these things.

Your committee firmly believes that there is no excuse for the increased price that is now being charged for print paper. We would urge all newspapers to be just as careful as they can in husbanding their supply, and cut down the number of pages wherever possible.

Urge Fair Treatment

Mr. Hurley, Chairman of the Federal Trade Commission, attended a meeting of the Executive Committee of the Print Paper Manufacturers' Association held in New York September 14th, and at that meeting said:

"I cannot impress upon you too strongly the critical situation now confronting these smaller dailies and weeklies who have built up a circulation of a few hundred or a few thousand subscribers on the basis of an outlay for paper of from two to three cents a pound and who are now obliged to pay in many cases more than six cents.

"In fairness I should say that such unreasonable and burdensome prices are usually for sales thru jobbers, who in some instances appear to be making excessive profits. According to reports recently received, the salesmen of one such house have been urging publishers to buy at five and a half cents telling them that the price will soon be seven cents and possibly ten cents per pound.

"You may say that this is none of your concern, that you are not a party to such transactions and have no responsibilities in the matter. But is not that a narrow and selfish view to take? It is to your interest as well as to the interest of the public that the newspapers of the country be prevented from suspending publication on account of paper shortage or prohibitive prices. The commission feels that your association through co-operative action can do much to bring this about by putting a paper supply into the open market. It feels that it has a duty imposed upon it by Congress to use its good offices in behalf of the publishers who do not have contracts and are therefore dependent upon the market.

"The reason why such high prices can be charged is simply that the unprotected publisher has but one source of supply and that is sometimes uncertain. No one but the mill or dealer whom he has been patronizing will sell him a pound of paper. This being the case, it occurs to me that to remedy the situation it is necessary for a number of the larger companies in your association to create reserve stocks of paper which will be offered to publishers needing help at a reasonable price. It would not require a very large stock to control the situation. The mere public announcement that such action has been taken would tend to dissipate the fears of publishers and materially help to keep prices within reasonable limits."

This seems to demonstrate further that the Federal Trade Commission is convinced that unfair tactics have been, and are being, used by the paper manufacturers and dealers. In most cases a newspaper cannot get prices from anyone but the dealer from whom it has been buying, and if he does, the quotation is usually so high that he turns back to the man who has been charging him an exorbitant rate and buys again from him.

In response to the efforts of the National Editorial Association and the Federal Trade Commission, the News Print Manufacturers' Association, through its secretary, George F. Steele, says that the solution of the difficulty of exorbitant prices charged the smaller papers lies in the papers working thro their associations, such as the National Editorial Association, and buying from the mills. Mr. Steele says very few papers doing business direct with the mills have been charged more than a five per cent advance, and that the average advance charged by the mills will not amount to more than five per cent. He says it will be more next year, but indicates that nothing like the advances charged smaller papers will be made by the mills. The National Editorial Association has been asked to appoint a committee to confer with a committee from the American Newspaper Publishers' Association (the larger daily newspaper publishers of the country), the chairman of our committee and a representative of the A. N. P. A. to confer with the News Print Manufacturers' Association, and thus see to it that all the publishers are treated fairly, no matter whether their demands are a car load or ten carloads a day or a ton a year.

In order to make the work of this committee effective, it is necessary that this committee know at the earliest date possible the amount of print paper required that is not and has not been bought on contract from the mills or jobbers. In other words, we want to know the amount of paper used in each state by all the smaller papers. In Colorado we have already secured this, feeling that such a committee would be asked for to protect the smaller publishers. In each state the secretary of the state editorial association should at once send out a letter to all the papers he thinks buy paper in the open market, and get their requirements. Then send this to me at once, so when we meet with the news print manufacturers we can tell them just what the demands are going to be.

This should be a good time to raise subscription prices, and we notice that in a great many places this is being done. There is no excuse for any country newspaper in the United States being sold for less than $1.50, and in many sections of the country the price should be $2 to $2.50. If the present extraordinary advances on print paper continue, it means the elimination of the penny daily paper, and if you can see your way clear to raise the price at which you are now selling your paper, we would advise you to do it, if it is a weekly being sold at less than $1.50 a year or a daily at less than 2c.

Remember, at the New York meeting of the National Editorial Association it was decided that each state should pay at least $50 per year toward this legislative work. No money will be spent that can be avoided. Every dollar will go for legitimate expenses. BUT IT IS ABSOLUTELY ESSENTIAL that we keep a representative in Washington when Congress is in session. No exorbitant salary will be paid, but he must have some salary and his expenses must be paid. Will the other states that have not contributed anything, and those that have not contributed much, please carefully consider this question at once, and do their best to raise at least $50 and as much more as they can? Every cent will be accounted for, and expended to the best advantage. Send checks to the Chairman of this committee, George E. Hosmer, P. O. Box 95, Denver, Colo., and he will give you credit and send receipt. A full report will be made to the National Association at its next meeting and to each state association that has contributed.

From this you can see that the work mapped out for the Legislative Committee is arduous and abundant. We are willing to work and, are are doing our best, but we want your assistance. In every state we want the newspaper men to get behind their members of Congress and Senators on the various matters in which we are interested. We also want them to talk to their Congressmen and Senators and get pledges from them for the enactment of the laws that we are asking for. This is as essential as that each state should do its part toward the financial burden of this campaign, but do not neglect your part of the financial end.

I think this work of the Legislative Committee of the National Editorial Association has been of vital importance to the newspapers of the class that comprise the greater part of the membership of the association and I appeal to all the state associations and to individual newspaper men to get behind the National Editorial Association and soon we will be able to give you returns in dollars and cents that will surprise you all.

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The Teaching of Journalism

The Melbourne (Australia) University Graduates Magazine publishes an article by Charles G. Ross, associate professor of journalism at the University of Missouri, on "The Teaching of Journalism," a subject which is under discussion in university and journalistic circles in Australia. Mr. Ross is a sub-editor on the Melbourne Herald during his year's furlough from the University of Missouri. His article follows:

FIFTEEN years ago a Missouri editor, whose paper, the Columbia (Missouri) "Herald," was known for a long time as "the model country weekly of America," became imbued with the idea that journalism should have a place in the State University curriculum. The University gave instruction, thru separate faculties, in law, in medicine, in engineering, in education, in agriculture; why not, then, in the profession of journalism, where opportunities for public service were at least as great as in any of these? Other newspaper men of the State took hold of the idea and it became a subject of frequent discussion in state press association meetings. Slowly, for there were many who laughed at the proposal, sentiment crystallized in favor of organized instruction in newspaper making, to be given in a separate department of the State University. Casual instruction, taking the form of special English courses, had been given in this and other universities, but no institution had more than scratched the surface. The contention of the "Herald" editor and his associates was that journalism should be taught, by a lecture and laboratory method, in a school coördinate in every way with the schools devoted to the other professions. University men became interested, the journalists continued to press home their arguments, and the result was that in 1908 the governing board of the University of Missouri provided for the establishment of a School of Journalism, the first of its kind in the world.

Thus was realized the dream of Mr. Walter Williams, the Missouri editor who had first broached the idea. The board wisely insisted that he become the dean of the new school. He forfeited a profitable newspaper connection to accept. To the school he brought a wealth of practical newspaper experience, both in the city and the country field, a magnetic personality, and a gift for organization. It is no exaggeration to say that the school, in the beginning, was built up around the personality of this man; and to a certain extent this is still true, tho the eight years' experience has evolved a smooth-running organization, able to go ahead under its own power.

To start with there were no precedents, no textbooks, no guide of any kind. The faculty, moreover, was beset with criticism from within and without; some teachers resented the coming of the stranger, Journalism, to lift up a head among the learned professions, and some "practical" newspaper men continued to scoff at the idea of teaching of newspaper work anywhere outside the newspaper office. But the progressive head of the University, Dr. Albert Ross Hill (a Canadian, by the way), believed in the new school; the great majority of the thoughtful journalists of the State were favorable to it; and the students, many of whom welcomed the opportunity it offered, stood by it staunchly. The enrollment went steadily forward. In 1909, one man was graduated; in 1916, diplomas were given to 21 men and women. The total enrollment of the school in the session of 1915-16 was about 250; of these, 100 were regularly enrolled in journalism, as candidates for a degree, and the others were "special" students. It is interesting to note, as typical of the present attitude toward the school, that of the 21 graduates of 1916, 20 began active newspaper work within two weeks after commencement.

Since the Missouri school was founded, more than thirty other American colleges and universities have added some form of journalistic training to their curricula. Among these is Columbia University, New York City, which has a journalism school endowed with a million dollars by Mr. Joseph Pulitzer, the late owner of the New York "World" and the St. Louis "Post-

Dispatch." Mr. Pulitzer, as his rich bequest indicates, was a thorough believer in college training for journalism. The school, in its results, has fully justified his faith. Each of the better known schools of journalism, besides offering general training in the profession, is coming to stand for exceptional proficiency in some special field: the Missouri school lays particular stress on its special courses in advertising and in small-town publishing; the Pulitzer School, by virtue of its location in New York, is chiefly notable for its training in city journalism; the New York University School, for its courses in magazine work; the Kansas School, for its extension work among the country publishers of the State, and so on. Among the other schools doing effective work are those at the Universities of Ohio, Illinois, Wisconsin, Washington, Texas and Notre Dame.

Because I am most familiar with the work at Missouri, I shall confine my description to that school. The University of Missouri is a State-supported institution, consisting of the college of Arts and Science and the various professional schools. Admission to the university may be gained on completion of the course in any accredited high school (the high school being, in general, the last four years of a system of eleven or twelve years' public school training). Thus the average student is seventeen or eighteen years old when he comes up to the university. Not until he has taken two years work in the College of Arts and Science is he eligible to enter a professional school. Tuition is free, but a library fee of about two guineas is charged each semester. Entering the School of Journalism after two years in college, the student must then do technical work covering two years, on the successful completion of which he is entitled to receive the B. J. (Bachelor of Journalism) degree. This degree is of co-ordinate rank with the A.B. Both degrees may be taken in five years, that is, in one more year than the requirement for the B. J.

The Missouri School of Journalism lays emphasis upon four chief points in its organization: (1) It requires that a student have a background of general knowledge before he can enter; (2) It has a separate faculty and is not merely an adjunct of some other department; (3) It publishes, as a laboratory product, an evening newspaper on which the students have daily practice; and (4) It grants a distinctive degree.

Of chief interest, perhaps, is the laboratory method which has as its fundamental feature the publication of a real newspaper. Other methods of teaching journalism—the formal lecture, the theoretical assignment, the conference—are used, but chiefly the work of the school is centered about the newspaper. The school is organized, as far as possible, like a newspaper office. One faculty member is, in effect, city editor (or chief of staff); another supervises the reading of copy and headline writing (sub-editing); a third lectures upon, and gives assignments in, editorial writing; a fourth deals with the business side of the paper; a fifth has charge of a photo-engraving plant in which plates are made for the school's paper. Students take reporting assignments from the city editor as they would on any newspaper, and write their copy with a view to seeing it in print. Thus they are given a real incentive to write —something that is too often lacking when, as in formal classroom work, they know they are writing for the waste-basket. The newspaper on which they work—the "Daily University Missourian"—is a general, not strictly a college, paper, covering the news of a city of 12,000 people. It has all the features of a modern daily, including a telegraph service. Though the school itself is State-supported, the paper must pay its own way; it derives no revenue other than that from circulation and advertising. In both these departments, as in the editorial, the students do the work under faculty guidance. The paper is published in friendly, but none the less keen, competition with two other local dailies. The students therefore are called upon to meet, in all departments, the actual problems of newspaper making. And these problems must be worked out daily in full view of a critical public.

In the acquirement of a technical education, the student is not permitted to neglect the equally important academic branches. He comes to the school with two years of college training; this he must continue, though in lesser degree, in the last two years. Work is required in the languages, history, political science, economics, logic, sociology, psychology, and the like—subjects that are deemed especially helpful to the journalist, while other courses are open to election to meet individual needs and tastes.

Walter Williams

Should the student decide, at the end of his four years in school, not to enter journalism, his time need not be counted as wasted; he has received, in addition to his technical training, a fairly general education, valuable in any calling—virtually the equivalent of the work required for the A.B. degree. As a matter of fact, over 90 per cent. of those who have graduated from the Missouri school in the eight years of its existance, are now engaged actively in journalism.

Thru a rule admitting "special" students, the school makes provision for mature persons who have not the time for the full course. Anyone twenty-one years of age or over, may be admitted at the discretion of the dean without fulfilling the entrance requirements and elect whatever courses he chooses. A "special" student, however, is not permitted to receive a degree. In addition to the work of the regular nine months' term, summer courses are offered, designed particularly for newspaper workers in the small towns. An annual newspaper conference, called Journalism Week, affords what is in effect a short course. Several hundred journalists of Missouri and other States attend this meeting, which has done much to convince newspaper workers of the practical value of the school.

Of course, no journalists have been made at the Missouri School of Journalism. The school does not seek the impossible. It does seek, to quote the bulletin of the school, "to equip its students with information, practical training, high ideals, and a stimulating sense of personal responsibility, so that entering the larger field of journalism anywhere, in city or in country town, they will be better able to serve themselves, their profession, and the State."

* * *

A Radical Cure for High Price of Paper

Pooling of Papers for Securing Paper Suggested

LIBBY & SMITH, publishers of the Narragansett Sun of Portland, Maine, have hit on a somewhat radical method of solving the price of paper problem. In the issue of September 28th is a printed letter to a paper mill,, in which the publishers declare:

"Confirming today's interview between your Mr.———————and our Mr. Libby, the only contingency in view to prevent our discharging our crew, shutting down, and merely collecting old bills to live on and pay rent until reason resumes sway, is for your mill to furnish our paper at the price named.

"That price yields them fabulous profits, yet as conditions are we are willing to pay it.

"As for the extortionate price in your last bill, and the fact that they can ship to Egypt the output our Maine papers have printed on during the past twenty-five years, that is for your mill to decide. We cannot submit to it, and must resist by the only course open to us."

In a signed article in which the letter appears, its publishers add:

"The forgoing letter explains itself. For months every month's paper bill has jumped to a new high level, and no assurance regarding the future. Apparently the only limit on the news paper mills' mad rush for profits is what their customers will pay to avoid suspending publication until prices drop. Congress and the Federal Trade Commission are trying to get the paper mills to do the right thing, and the proposition of the mills is that all white paper for small newspapers shall be pooled into one man's hands, who shall have full charge of distributing it among the papers. This would be a most villainous trust, the very monopoly the International Paper Company has been working for years to bring about. And anybody can imagine the price!

"The mills say to the publishers, 'Do not impoverish yourselves, raise your rates to subscribers and advertisers.' But we know that our subscribers, at the end of two years' crop failure are not in a position to pay more; also in Maine when the farmers are poor the merchants are poor. Besides, we do not feel inclined to take a hand in this kind of a raid.

"The news paper mills have no more right to demand ten years' profits on one year's business than the train crews had to cut off the country's life by suspending transportation, or than the Germans had to sink the Lusitania. Because one has a chance to do a thing does not prove his right to do it.

"If this is a year of boom prosperity, it ought to be passed around; not certain ones grab the whole and impoverish the others.

"The relations between the news paper mills and the publishers who consume their products are very intimate. Banks in a money scare do not charge their customers the highest panic interest rate merely because they can get it from others; instead of that they protect their customers at a fair rate. And banking is supposed to be the coldest blooded of all kinds of decent business.

"If some of our readers are inclined to blame us for this step, we can only urge that the way to overcome a wrong is to resist it, not yield to it. Somebody may get hurt but the wrong will be righted. If one-third of the newspapers of the country would promptly take the course we are taking, instead of impoverishing themselves to enable the paper mill owners to make ten years' dividends in one year, they would be brought to their sense of decency at once, not in a kind way but in the way they deserve.

"At any rate, having taken this course, we can only depend on the moral support of our subscribers, whether this altogether wrong situation may possibly be averted, or be over in a fortnight, or last thru the war.

"LIBBY & SMITH."

We all know that paper is high but whether there is any foundation for the statement or inferences as to extortion, or attempts to get unreasonable profits, we do not. We wish we had reliable information for the benefit of our readers. We know that in 1873 we paid twelve cents a pound for print paper in Minnesota and presumed the prices were right, trusting to dealers and the open competition among dealers. If the facts are as stated in the article, it would be a good time for users of paper or any other men with capital to unite in the erection of paper mills. We know of no other manufacturing busines, unless it be that of munitions of war, which can successfully "demand ten years' profits in one year."

The idea of stopping business is not entirely novel. When King George levied what was considered an unjust tax on tea our Yankee forefathers quit using tea and threw it into the sea. Some twenty years ago, in resisting what they deemed unjust demands on a strike, all the Chicago dailies suspended publication and the people seemed to get along passably well.

A great many good men consider the publishing, circulating and reading of the great Sunday morning dailies as wrong and as resulting in great injury to the people, not only keeping them from church but corrupting their minds. If all the Sunday morning dailies would cease publication, it doubtless would help considerably, tho we once heard a prominent clergyman of Denver, Colo., state that he would not know how to pray on the Sabbath if he did not have his Sunday morning paper. Possibly, however, Providence could get along very nicely without being informed and advised by the clergy as to the events and crime of one day in the week.

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HELP THE PAPER MAKERS

There must be, even in these days of wood pulp, a supply of rags and other material for making paper. It is stated that previous to the world war one-half of the rags used in paper making came from the old world. Be that as it may, there is a very large shortage in paper making material and that shortage may be largely overcome, thru saving and marketing much that, in the past, has been waste. So serious has the condition become and so urgent the demand for this material that the U. S. Government has issued a pamphlet with clear and definite instructions as to what kind of materials should be saved, and how it should be assorted. These instructions are printed in the form of a manual for the guidance of small households, apartment houses, small stores, hotels, department stores, office buildings, large printing establishments, and other users of paper, and the material from which it is manufactured.

It is important for newspaper makers and printers not only to act upon these suggestions but to urge the saving of rags and waste paper by all the readers of their papers and the patrons of their establishments. It would pay to send to Washington for supplies of the pamphlet for circulation. It might be well to print further directions as to the easiest way for reaching local dealers who would purchase the rags or old papers, magazines, etc.

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PLANS FOR CO-OPERATIVE BUYING OF PAPER

By Print Paper Committee of the North Carolina Press Association

Lexington, N. C., Nov. 2, 1916.

My dear Sir:

Enclosed find blank which please fill out, giving the amount of news print that you will be compelled to have for 1917, with size and weight, and return to me at the earliest day possible, and let us have your check for $5.00 to assist us in defraying the expenses. This is a matter of great importance to you, as your committee is exercising every effort possible to get the publishers of the state to co-operate in buying our news paper supply in one lot direct from the mill at a reasonable price.

We have an expert figuring with one of the biggest mills in the nation, and we feel quite sure that we will get a reasonable rate. In order to take advantage of this opportunity we are compelled to act hurriedly in the matter.

The committee has unanimously instructed me to urge the publishers to standardize the size and weight of paper used; cut out all waste such as deadhead subscriptions and exchanges that you do not need; eliminate the waste in press rooms; to go on the cash in advance basis, and stop all papers when time is out; where it is possible to do so, raise advertising rates, as well as the subscription price, and particularly urge all weeklies to increase their price from $1.00 to $1.50 per year. These methods must be adopted in order to save our business.

An estimate of the amount of paper needed for the entire state has already been sent in to the mill. That is for the purpose of getting a quotation. This is the next step to perfect this organization and find out exactly those who desire to be included in this pool, as this committee feels absolutely confident that this scheme is the only hope of securing a reasonable price for a supply of news print for 1917. The wise publishers of other states are working along the same lines.

If you do not attend to this matter before Nov. 10th you are not likely to participate in the price that we expect to secure for the organization, as the matter must be closed. Remember this, that if this scheme is successful you will buy your paper at the lowest mill price, and that no middle man will make anything on you. The writer is doing this work for the good of the brethren without reward or hope of reward, and we expect your hearty and quick co-operation.

Very truly yours

H. B. VARNER,
Chairman.

Blank to Be Used

Important—Fill Out—Return at Once

Delay is Dangerous

H. B. VARNER, Chairman,
Print Paper Committee,
Lexington, N. C.

Our annũal tonnage is............tons.

We use standard......inch roll news.... lbs. basis.

We use....x....size, ...pound basis in bundles.

.... Publisher.

.... Paper.

.... Postoffice.

Dated.......................

CO-OPERATIVE BUYING OF PAPER

That is Adopted Plan of Print Paper Committee of State Press Association

Greensboro Daily News, Nov. 1, 1916.

Co-operative purchasing of news print paper by the members of the North Carolina Press Association was decided upon yesterday by the print paper committee of the association as the only means of obtaining a supply during 1917 at a price that will enable the papers to exist. The committee, which was enlarged by addition of several new members at the suggestion of Chairman H. B. Varner, of The Lexington Dispatch, met at the Huffine and spent the afternoon in discussion. Letters are to go forward at once to each member of the association asking for the sizes and the tonnage needed for 1917. An assessment of $5 was asked of all who wished to join the pool to help defray the expenses of the committee in combatting the paper situation.

The plan which Mr. Varner and others have carefully considered is for all to place their order in bulk with the mills direct eliminating the middle man, and thus getting the best price obtainable. There is an excellent chance of this plan being put into effect and it offers what appears to be the only plausible solution of the situation facing publishers.

It will be necessary for each publisher to use a size of paper as nearly as possible the same as his neighbor; and this may necessitate some slight readjustment in the various newspaper plants. For instance, a sheet 31 by 34, or 30 by 44, may be convenient for a number to use; while still another size may suit another group. The idea is to have just as few groups as possible, so that paper, shipped in car loads to central points can easily be redistributed to members participating in the plan. The daily papers are now nearly standardized; practically all of those who stereotype are using rolls 33½ and 16¾ inches. Those who are using Cox duplex machines use practically the same size rolls; but in the weekly field there is still a wide divergence of widths. A sheet about 32 pounds basis would be best adapted, the committee thinks.

Further economies were urged in cutting down the delinquent list; cutting out all unpaid circulation, eliminating exchanges to the fewest possible copies necessary to get along with, introduction of pressroom economies to the fullest extent, and placing circulation on the cash in advance basis, together with a rigid policy of stopping papers at expiration. Weekly papers are urged to raise rates from $1 to $1.50 per year and to advance advertising rates wherever it is possible. It was stated that practically all returns have been eliminated by North Carolina daily papers.

The committee was unanimous in the opinion that unless members adopt the most stringent methods of circulation curtailment and elimination of free circulation and further adopt the method of co-operative buying they will individually face such high prices for paper that in many instances papers will be forced out of business. Among recent quotations it was stated, prices ranged from 5½ to 6 cents per pound, which is a ruinous rate for most if not all papers of the state. The committee hopes to obtain a contract that will give paper much below the five-cent price, perhaps between 2½ and three cents.

As soon as the newspapers receive the blanks for tonnage and other information they should forward this at once to H. B. Varner, chairman, at Lexington, and in the meanwhile the committee is trying to devise satisfactory ways of financing the paper buying for the state.

The print paper committee is composed of the following: H. B. Varner ,Lexington Dispatch, chairman; W. C. Hammer, Asheboro, Courier; J. B. Sherrill, Concord Tribune; W. C. Dowd, Charlotte News; E. B. Jeffress, Greensboro News; W. W. Weaver, Durham Sun; R. E. Carmichael, Winston-Salem Sentinel; W. H. Bagley, News and Observer; J. L. Horne, Rocky Mount Telegram; Archibald Johnson, Charity and Children. Meeting with those who were present yesterday were Rufus A. Shore, of the Winston-Salem Sentinel, and F. B. Hamrick, of Charity and Children.

* * *

THE OTHER SIDE

The Dealers' and Manufacturers' Views as to Paper Prices

Paper is a matter of engrossing importance among all newspaper makers and printers. The job printer may be able to pass the price along to the ultimate consumer but this is not so easy for the publisher and in any event, higher prices are always likely to lead to a decrease of demand. It is human nature when such conditions arise to blame the other fellow but it does not profit any to be otherwise than entirely fair to all and honestly to seek the real cause and endeavor if possible to aid in righting the wrong. We will never get anywhere by laying back and abusing the other fellow, nor by charging the fault to the world war, which not even those engaged therein seem able to stop.

A Chicago publication, "The Paper Dealer," has in its October issue various views from those engaged in or especially informed as to conditions that ought at least to be interesting if not of great profit to the users of paper.

B. A. Franklin of the Strathmore Paper Co., writes as follows:

"This country is one of high prices, and it always will be. In the first place, a large element in this fact is the high wages paid our workingmen everywhere. This element since the first of January, 1916, has been an extremely active cause in the putting up of the price of papers. Most of the paper mills have had to go on three tours, if not previously so working. This has meant an advance of fifty per cent in the pay roll, covering those so engaged, because the reduction of hours never includes any reduction in the weekly pay roll.

"Practically all the day help in the paper mills have had, or are having, their hours reduced from fifty-four hours to fifty hours per week. This involves an increase in their pay per hour. Besides this, there have been necessary increases all along the line, owing to the tremendous demand for labor, the decrease in the supply because of the falling off in immigration, and the exodus of so much of our labor to the European armies. This is further materially aggravated by the fact that the munition plants have been willing to pay very much higher wages than the ordinary scale, such increases amounting to about ten per cent. Right here, then, we have one reason for the advance of paper cost. It must not be forgotten that such a reason operates, not only in the productive labor, but through the non-productive labor, which increases the expense of operation from top to bottom.

"Will anyone dissatisfied with the increase in the price of paper look around his own plant and count up the ordinary supplies which have not been increased in price in the last three or four months? The paper manufacturers certainly find very few of such items. All hardware, all building materials, repair materials, felts, wires, all replacement parts, in fact, all supplies have advanced from five to one hundred and more per cent.

"What of the future? Taking the facts recorded into consideration, it is unlikely that labor is liable to be any cheaper, if ever, until the war is over. There can be no question that there is an actual shortage of materials entering into the manufacture of paper in the United States today."

In Salt Lake City, Utah, A. D. Cleveland, western manager of the Graham Paper Co. St. Louis, Mo., is quoted as saying:

"The people who complain about the high cost of living, especially of sugar and other food products, ought to congratulate themselves that they are not in the publishing business this year. The advance in the price of news print especially, on which the papers of the land are printed, is working tremendous hardships. The normal price in the great cities for paper purchased in carload lots is $1.85 per hundred. Today's prices are from $5 to $6 per hundred. The advance in the papers used by magazines is not quite so great but will average from 75 to 100 per cent over last year's prices. One paper in Montana whose contract ran out could get no supply except what was shipped in by express.

"However, publishers and printers are not the only sufferers. The common white bags which are used more than any other bags in the store have gone up in price with the rest of the sizes, so that they are nearly five times as high as they were last year.

"The heavy sugar bags have gone up so high in price that many grocers are substituting the lighter weight. And then the customers complain, say the grocers."

Canadian Print Harder to Get

"The situation that has arisen in connection with the cost of white paper was discussed by the Canadian Press

Association at a special meeting held in Toronto, October 6th. It was disclosed that in recent months few publishers had been able to get contracts from any paper mill to extend after December 31st. Formerly the mills sold on contracts for two, three and five years.

"Canadian consumption of news print probably is about one-sixth of the total production in Canada; the rest is exported to the United States. Papermakers, it is said, argued that their costs of production were increasing, altho testimony was adduced to the effect that in some sections country farmers were having difficulty in disposing of their pulp wood now at as good prices as prevailed a few years ago."

Upon invitation Mr. John R. Miller, Chicago manager of the store of the West Virginia Pulp and Paper Co., gave a talk on paper and conditions at the recent annual, at Chicago, of the American Envelope Manufacturers' Association.

The following are practical interesting excerpts:

"When your president wrote requesting me to attend your ninth annual meeting he distinctly stated and insisted upon my not making a speech but simply to talk to you regarding the present conditions in the paper market. * * * The paper maker and his customer have not been accustomed in the past to the wide fluctuations in price eperienced in many other commodities such as metal, cotton and woolen industries. * * * The war is responsible for a very great increase in the price of many chemicals used in the trade.

"The return in the past on capital invested in the paper industry has been very small and I venture to say in many cases there has been no return at all. * * * England, whom we depend on to a certain extent for rags and high class old papers, has put an embargo on this material, which has also been the case with France. Taking into consideration the tremendous increase and demand for all grades of paper and with the supply cut off from these natural sources you can readily see the troubles which the paper manufacturers are having. * * * There is made in this country of book papers about 2,750 tons per day, and the raw materials from which this paper is made are almost entirely bleached sulphite, soda pulp and old papers. The average daily importation of sulphite to this country before the war had been steadily increasing owing to the fact that the last tariff bill made it duty free, and it had reached 1,100 tons per day. This rate has fallen off since the war began.

"You are all familiar with the scarcity of labor of all kinds and the tremenduous increase which has been made in the price of various labor over the past eighteen months. You are also familiar with the fact that almost all the paper mills of the country have been running on what is known as two shifts; that is, 24 hours a day, with two sets of hands, but within the last two or three months practically all the mills have decided to go on three shifts, that is, to have three sets of hands working 8 hours each; and owing to the present labor conditions they are doing this, paying their men the same amount of wages as they received working 12 hours. This will cause an increased cost at the various mills of our company of between $500,000 and $600,000 per year.

"No doubt there has been some speculative buying and when the demand falls off a little later the tremendous export demand will a great deal more than take up the slack, and it seems to me we can expect no relief from present conditions while the war lasts. * * * It would therefore seem to be the part of wisdom for paper consumers to look this fact squarely in the face and arrange their business on the theory that they will be obliged to pay materially higher prices. * * * It looks to me as though it may be many years, if ever, before paper sells at as low a price as it did in 1915.

"When it comes to saying just what the price will be for next year or when conditions are in a normal state, it is imposible for anyone to predict."

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GENERAL VIEWS ON FUTURE BUSINESS

Herewith is given valued excerpts from a contributed article of Charles M. Schwab, president of Bethlehem Steel Co., to the October System. The article was entitled, "After All, It's Peace Orders That Count Most."

"The job ahead of the country is to find business of a profitable nature when Europe has stopped its war and people generally are in condition to pick and choose as to what and where they will buy.

"I do not consider the task a very difficult one; it is a business problem and a good business man should have such an intelligent knowledge of conditions that he can anticipate events that must, by the laws of nature, happen—and be ready for them. Keeping a little ahead of conditions is one of the secrets of successful business; the trailer seldom goes very far.

"The war orders from Europe are at the basis of our present prosperity. There seems to be an impression it is the making of munitions that business, and the steel trade in particular, is depending upon, and that, once the war closes, we shall have on our hands a great number of factories and a vast amount of machinery which is fitted only for the making of shells, cartridges, artillery and rifles. The truth is otherwise.

"Another prevailing idea is that those plant extensions which have been especially designed for munitions making will be a dead loss upon the return of peace. These notions are false, but they are at the bottom of the too common statement that American business will suddenly be disrupted by the stopping of the war—that we shall be left in the position of an electric train when the current is cut off.

"I do not expect any such sudden change in manufacturing conditions immediately upon the coming of peace. Peace will affect only future and not present orders.

"The real problem will not be faced until the war contracts begin to expire and the momentum of our prosperity to die out. This period, roughly speaking, will be within six months to a year after the close of the war. By that time we should have a new market.

"The United States is at the very peak of its productive power; every business is prosperous, and we have an ample supply of money. It is a problem of readjustment. There will be no sudden change.

"Look at our position. We have discovered, as a nation, the elementary fact that a permanently one-sided trade is impossible. We have had a rising market at home, which always means that people are buying ahead of their needs in order to save money. When the market starts to decline buyers will hold back their purchases in the hope of buying cheaper. A large part of our present business is not connected with the munitions orders but has been indirectly stimulated by them.

"The foreign market at the end of the war will probably have a position which will be almost the exact reverse of our own. When the soldiers return from the colors they will find that many of their places have been taken by women or by machines. Europe will have an abundant supply of labor, for I do not expect the women who have gone into industry will easily be turned away from it. Therefore, European labor will be cheap and prices will go down. It will, however, be more difficult for Europe to avail herself of the labor and the low prices because the nations will be poor in the gold which we have so plentifully. For some time to come Europe will be compelled to buy on credit in default of obtaining gold. These elements make our own problem."

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Political Advertising

Much Improvement with Regard Thereto

IN times past much used to be said with regard to the corruption of the press and the large sums paid by politicians to newspapers. There were newspapers that systematically endeavored to bleed, and sometimes were successful in holding up candidates for office, where such candidates were new to the office-seeking game and were supplied with funds and overmastering desire, pride and personal ambition. This idea of newspaper corruption resulted in the passing of laws in several states, requiring the proper marking of all such matter, that was paid for, as advertising. Some states, however, have gone so far as to require a statement as to who furnished the advertisement and what rates were paid for the same—all to be published with the political announcement. Such laws intended to prevent the corruption of the press, have worked, on the whole, to the benefit of very many newspapers. They have educated men who were seeking to obtain an office that they should pay for such advertising the same as when advertising for any other thing that they desired, and the laws have taught publishers to charge, and enabled them to secure, regular commercial rates for political advertising. These laws do not prevent a publisher from advocating the election of a candidate for the benefit of the city, county, state or nation but have removed the fiction of bribery. The publisher gets more money, gets it legitimately on a business basis and in a way to make him independent and above board—relieved from the bombardment of the office by candidates and others with a flood of all kinds of articles and requests, leaving the editor free to advocate, in his editorial columns, such persons as he deems will best serve the public good without any prejudice or grounds for complaint. All states have not so strictly regulated political advertising and in these states, the following article that appeared in The Daily Record of Colorado,—and for calling to our attention to which we thank Editor Guy U. Harding—will be doubly valuable to all publishers as a clear, rational statement of past conditions and of right principles; and the more modern and just business practice in that regard:

About Party Politics and Political Advertising

The policy that newspapers adopt toward the business side of party politics has changed considerably in the past decade.

In years past it was the custom for county chairmen to make an appropriation for his party papers. Then it was considered good form for each candidate who felt liberally disposed to drop into the office of selected newspapers and hand out a five or a ten with the hope that such papers would "whoop it up" for him until election day.

But so far as The Record is concerned such customs were discontinued years ago. And we believe that many newspapers are falling in with this new view of things.

The political ad offers an opportunity for each party and candidate to bring its or his or her claims before the people in a dignified manner.

The political ad is now considered good form and good political business and is being used liberally.

The political ad is open and above board. There is no misunderstanding about it. The reader knows it is an ad. The reader is usually intelligent enough to consider it fairly, and separate the wheat from the chaff.

As for The Record we like the new order of things immensely.

We never did like the old fashioned "pass the hat and help the poor blind man" policy.

And under the present management—which has continued the same now for nearly twenty-two years—we never participated in that policy of political favor very long.

A long time ago we got over the idea that many folks, and some young newspaper folks, too, entertain that there is much money to be made from politics at election time.

A long time ago we cut out the custom of accepting donations or tips from candidates or political managers.

We will be frank and admit that one thing that helped us to see the light, was the size of the donations. After many years observation we can say that in our humble opinion all the donations in this county to all the newspapers in twenty years if put in one lump sum and offered as a sort of bribe to one of doubtful character, wouldn't tempt him to go very far wrong.

If you hear a bunch of old time politicians talking about how they used to fix the newspapers you would be led to believe that every newspaper man ought to be able to buy a new automobile every election year. But take it from us—and we know—any newspaper man in this county would have had a hard time supplying his Ford with gasoline from political funds any election year in the past two decades.

We like the present business-like, independent basis of dealing with party managers and candidates because each know exactly what he is selling or buying. It is perfectly fair and above board and neither party is disappointed.

Under the old system if a county chairman handed a newspaper man a check for fifty dollars he thought he had bought the paper and all the columns therein.

When a candidate mailed a check to a newspaper he felt a glow of pride like Carnegie probably feels when he hands a town a library, and he was usually disappointed if he didn't get a column or two of fulsome praise in every subsequent issue.

We remember a county chairman who called at The Record office many years ago to make the usual campaign offering. He made a very good campaign speech of appreciation of the political work done by The Record and in closing went on to say that he did not know what had been the custom in the past, but he intended to be very liberal with the newspapers which had been as true to the party as The Record had always been. Then he took out his check book. It seemed to the young man behind the desk that it took that man a full hour to execute and deliver that check, and visions of figures ranging from $500 to $300, and down to $200 flitted thru his excited imagination. Finally the check, being the payment for a full season's political activities, as the county chairman considered it, was executed and delivered and it was found to be for the noble sum of $20.

Other chairman have been more liberal and other years more profitable. But never in all the years we have watched the game in this county have the total political "donations" in any election year amounted to enough to justify that feeling of servility which dominates the man who accepts gratuities in his business.

So years ago The Record took an advanced stand—it declined all political contributions. It put political advertising on a business basis.

In past years, even this year, The Record has returned checks sent in with the best intentions and often by personal friends. We do it kindly and politely, and with the request that the party should see the advertising man and arrange for any adv. space desired.

The advertising columns of The Daily Record are open to all party managers, and candidates of any political party on an equal basis. The Democrats and Socialists may use the advertising columns of The Record as freely as the Republicans and at the same rate.

You will always know exactly how The Record stands on any important issue.

And you can always distinguish an editorial or Record feature from an advertisement. Everything that is paid for will be plainly marked "Advertisement."

While we are glad to have this sort of advertising and will give the best service possible to all political advertisers still we do not urge it from anybody and much advertising will never buy any political favors. In fact, it often happens that the candidate we give the most hearty support to does the least advertising.

In the late primary campaign for example The Record gave very prominent support to Gov. Carlson, yet he, nor none of his friends spent a single dollar for anything in The Record.

What we would have you understand is that money has little to do in shaping the political policies of newspapers these days. What is true of Fremont County and The Record is no doubt true in most counties and newspaper offices in the state.

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UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA NEWS NOTES

Oct. 17, 1916.

Mr. Jos. A. Borden, Secretary of the United Typothetae and Franklin Clubs of America, has returned to National headquarters after an absence of several weeks following the Convention at Atlantic City. Mr. Borden visited several eastern cities to confer with the allied industries regarding organization work. He then visited cities in the middle west and addressed printers' meetings on the activities of the National organization and the value of concentrated effort.

Mr. F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, spent the past several weeks in Providence, R. I., doing some special cost work for one of the National organization members. Several members in the middle west are having their cost systems revised to meet the requirements of the Standard Cost-Finding System, so that they can receive the Certificate of Cost Finding, now issued by the National organization.

The United Typothetae and Franklin Clubs of America is issuing to its members, who are keeping the Standard Cost Finding System correctly, and who send to National headquarters, each year, their annual statement of cost of production, on the prescribed 9H form, sent out by the Cost Commission of the organization, a Certificate of Cost-Finding. This certificate is good for one year only, and states that the holder is keeping the cost system correctly. It is 12x10 in size and bears the endorsement of the Federal Trade Commission is issued over the seal of the National organization and the signature of the Chairman of the American Cost Commission and the organization secretary.

This certificate is of far reaching importance to the printing industry. Plants possessing the certificate can point with confidence to the fact that their costs are correct, when a dispute arises with their customer as to charges made on any specific job.

Members should avail themselves of this valuable help. Printers who are not members of the United Typothetae and Franklin Clubs of American should investigate this and get busy and have the Standard Cost-Finding System installed in their plants. It will pay them well.

The Service Department of the United Typothetae and Franklin Clubs of America extended to their membership some very valuable assistance during the past month. Close to two hundred requests were handled and as evidence of the value of this service, the files at National headquarters contain many new testimonal letters.

The Cost Accounting department of the United Typothetae and Franklin Clubs of America is now engaged in preparing a cost system for lithographers. This work has been taken on at the request of the National Association of Employing Lithographers.

The United Typothetae and Franklin Clubs of America presented the retiring president, Mr. A. W. Finley, with a gold medal in token of the valuable service he rendered the organization during his official career. The presentation was made at the time of the Thirtieth Annual Convention, by President C. D. Traphagen.

The Utah Division of the United Typothetae and Franklin Clubs of America, Salt Lake City, was awarded the nineteen sixteen banner for having attained the greatest percentage of gain in membership during the year.

The Franklin-Typothetae af Chicago retained the banner awarded to their organization in nineteen fifteen, because of the largest individual membership.

President C. D. Traphagen of the United Typothetae and Franklin Clubs of America has arranged to spend several days each month at National headquarters of the organization, giving his individual attention to the activities of the organization.

During the past year the following local divisions have been added to the United Typothetae and Franklin Clubs of America:

Auburn, N. Y.
Billings, Mont.
Duluth, Minn.
La Crosse, Wis.
Lincoln, Nebr.
Long Beach, Cal.
Ogden, Utah.
Oklahoma City, Okla.
San Jose, Cal.
Santa Monica, Cal.
San Diego, Cal.
Schenectady, N. Y.
Walla Walla, Wash.

A New Newspaper Office

Leaving the Old Home for the New—A Home War Correspondent Who Captured Ten Thousand German Soldiers with Odor of Limburger Cheese

THE American of Anacortes, State of Washington, has a new building, that has model and up-to-date features and an arrangement well adapted to a combined job and newspaper plant. The building is one story, as are now built very many even large, modern printing offices. The building is fifty by sixty feet, nearly square, very well adapted to economic arrangement for saving time in handling work. Anacortes is a city of between four and five thousand population and, for cities of similar size, the building might be taken as a model print shop by those of our readers who are planning to secure a new building. The building is centrally situated, as newspaper offices should be, on a prominent street corner. The following description of the structure and arrangement of the plant will be found of profitable interest:

"The new building is of reinforced concrete construction with 3,000 feet of concreted floor space and with four-foot fire walls around the roof of the structure, making the building as nearly fire-proof as possible.

"The main entrance is thru a plate glass door at the corner of Sixth Street and Q Avenue. This leads into the editorial room, covered with colored concrete floor tiling and lighted with large bevelled glass windows.

"Adjoining the editorial office is the business office, which, like the editorial room is fibre plastered and with the floor covered with colored concrete tiling.

"Back of the business office is a niche 13x14 feet for the linotype machine and easily accessible from the offices and the workshop. The machine will be placed so that passersby on Sixth Street will be able to see it in operation. Immediately back of the machine room is the paper stock room.

"The work room, 40x60 feet, occupies the south portion of the building. It is large, roomy and well lighted with windows on Q Avenue and 400 square feet of skylighting.

"A cement basement 25x20 feet and a basement under the sidewalk 25x14 feet, are reached from the work room. Here is located a hot air furnace for the heating of the building and a smelting plant for the smelting of linotype metal. The used metal will be dumped into the melting pot down a chute leading from the mechanical department and returned after smelting by a dumb waiter. Its capacity is 2,000 pounds.

"While glad to get into the new home, the old building is filled with many pleasant memories for the American staff, and it is with a feeling that we are saying farewell to an old friend that we write the farewell word of the craft, 'Thirty.'"

E. T. Aoin contributes a "Weekly Jingle" to the paper and the following from the "Jingle" in the issue that announces the removal to the new office will be generally appreciated by those who have been so fortunate as to be able to move from the old rookery even into a new and especially constructed plant for the housing and better accommodation of a growing business:

"And yet I hate to leave the place, though it is old and battered, and o'er its crumbling plastered walls great daubs of ink are splattered. For memories that live for aye within these walls are dwelling and as we bid a last farewell, with sighs our hearts are swelling. And as the last form goes to press, the old shop seems to utter a fond farewell, as friend to friend, and sets our hearts a-flutter. The new shop is so doggoned clean 'tis really past believing, but this old joint is home, sweet home—that's why we sigh on leaving."

The building was designed and constructed by Contractor L. A. Farmer of Anacortes for J. M. Post, owner and publisher of the Anacortes American. Home labor and home materials were employed on the work as much as possible.

The office had been for twelve years in the old home, now abandoned for the new building owned by the proprietor. The paper is in its twenty-sixth year and its appearance and contents fully indicate that it deserves success. It handles local affairs in a liberal and able manner, both editorially and in the news columns. It has a war correspondent, E. T. Aoin at the front, "with advancing forces of France," in the great world war in imagination at least, who writes exceedingly unique and breezy articles, as witness the following as to

The Capture of Ten Thousand Germans

Earlier in the war the Teutons won considerable ground by the use of deadly fumes by taking the enemy by surprise, but for some time since, every soldier in the advanced trenches has been equipped with gas helmets, rendering the asphyxiating vapors practically harmless.

After studying the situation over carefully I concluded that if I could induce the enemy to lay aside their helmets even for a few moments, we might be able to gas them unawares.

With this idea in my mind I stopped at our prison camp a few mornings ago and talked with some of the Teuton prisoners captured the day previous. All of them complained bitterly of the German food shortage and what was most keenly felt by Teutonic legions was the utter lack of limburger cheese. All of the Teutonic cows were being slaughtered for beef and thus there was no milk with which to make limburger cheese. He said the lack of this staple German delicacy was causing the soldiers to become morose and discontented.

This gave me an inspiration. The next evening, just before supper time when the sense of smell for viands is the most keen, a light wind sprang up from the south. Along our advanced trenches I had our soldiers place pieces of limburger on their cook stoves to accentuate the fragrance. Several Teutons had their masks off or the odor penetrated their masks. Anyway, we heard several Teuton voices shout, "Hoch der limburger." At the magic cry, ten thousand Teuton gas helmets were lifted to allow ten thousand Teutonic nostrils to sniff the coveted incense. Next I liberated 6,000 liters of laughing gas and the wind carried it over to the Teuton's trenches. The enemy at once was seized with helpless laughter and donning our helmets we gathered up the ten thousand laughing prisoners and escorted them to our prison camp. They laughed when we told them they were prisoners, they laughed when we told them we had the Kaiser on the run, and they laughed when we told them the Italians had captured Goritzia and that the Russians had taken Czestohova. But when we told them that we didn't have any limburger cheese they stopped laughing and a hopeless look came into their eyes. That brought them to their senses.

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The Country Editor's Mission in Community Life

By Percy Lowry, Editor Courier, Gibson City, Ill.

I HAVE read somewhere that the village knocker once said: "Most any one can be an editor. All the editor has to do is to sit at a desk six days a week and 'edit' such stuff as this:

"'Mrs. Jones, of Cactus Creek, let a can-opener slip last week and cut herself in the pantry.'

"'A mischievous lad of Piketown threw a stone and cut Mr. Pike in the alley last Tuesday.'

"'Joe Doe climbed on the roof of his house last week looking for a leak, and fell, striking himself on the back porch.'

"'While Harold Green was escorting Miss Violet Wise from the church social last Saturday night a savage dog attacked them and bit Mr. Green on the public square.'

"'Mr. Frang, while harnessing a donkey last Monday, was kicked just south of his corn crib.'"

While it falls to every country editor's lot to edit or to be the author of many such intimate tid-bits of neighborhood gossip, both amusing and otherwise, and while there may have been a day when this was about the sum total of his weekly efforts, the alert country editor of today is more deeply concerned with affairs of greater weight; and those larger affairs are just as intensely localized as the gossip of his personal columns.

The country editor has definite and important tasks to perform which can be performed by no other. He is a man with a mission to fulfil. Sometimes he realizes in young manhood the sacredness of the trust imposed upon him. Sometimes the realization comes in more thoughtful and mature years.

The country editor has a little world of his own, and he is its servant. We call that little world "the community." His mission is to give that community VISION; to create, or awaken community consciousness; to give expression to the community mind. His newspaper should be a composite likeness of all of the varied interests of the community life; quickening the common thought and directing it into those channels which lead to progress and advancement.

It is for him to actively support every enterprise which promises community progress. In actual practice, we find him doing this in his columns, by his personal influence, and by his means—so far as they will permit —for I never heard of a close-fisted editor in all of my experience. They give back in overflowing measure for all that they receive.

It is his task to translate in an intelligible way the messages of outside organizations which come to his office in floods; to weigh, sort out, select and edit those forms of enterprise which his own community needs. He is the "open sesame" of his town. Without him all the useful agencies of state and national government fail to touch and help community life.

Intrusted to him are the bulletins of boards of health, educational boards, landscape beautifying, good roads, temperance reform, fire prevention, agriculture, civic reform, commercial organizations, woman's clubs, farm advisor, and the literature of scores of other interesting and helpful movements.

The country editor should feature the things of community interest by giving them what the newspaper man calls "preferred position," displaying them conspicuously in his columns, letting the things of the outside world have secondary place, leaving their larger treatment to the metropolitan press.

It is his mission to make popular the bestowal of gifts upon the home town; to awaken in prosperous citizens an appreciation of the home community as a factor in their personal success; to induce them to give concrete expression of their gratitude in such public gifts as libraries, hospitals, community houses, playgrounds and parks.

The editor of the country newspaper serves his community also by some of the things he fails to print; the omission of carping criticism, or matters hurtful or degrading to community life. His newspaper is his own, and if he is wise, he will not play into the hands of interests hostile to the highest community development.

He needs to realize early in his career the power of the printed page, the strange magic of a statement which appears in type, its influence upon the mind. It is in his power to do tenfold more damage to his community thru his newspaper than can be wrought by any slanderous tongue.

The country editor has high and unselfish ideals for the home town, and a passionate desire to see them realized. He needs to realize in advance that he will meet inborn conservatism and prejudice to change; that he will encounter what might be termed "the inertia of the masses." With infinite tact and patience his ideals must be spread before the community mind, to be repeated again and again, each time varying the presentation.

Cheerfully and with confidence he must watch the slow dawning of the coming day; with faith in man, faith in the integrity of the community heart; charity for our busy, driven race. It is given to him to labor year in and year out to change a mediocre town to a better town; a better town to the **best** town. When public interest in community affairs languishes and the town threatens to die, his optimism must not fail. He can still see the purple in the gray landscape, and weave fancies and dream dreams.

When knowledge and enlightenment become a community possession, when public attention is once awakened and aroused, action will come, and dreams will come true.

The editor's dream of an ideal community will not be complete nor truly symmetrical unless he seeks to obliterate the corporation line and include within the term "community" both the dwellers of the fields and of the town, blending these two groups into one sympathetic fellowship, commercial, social and religious, all that is included in that all-embracing word—neighbor.

When the country editor thus conceives his mission in community life; when he sets the standard of his newspaper and of his own vital purpose in the direction of the highest moral, social and intellectual advancement, he will find rallying to his support the choice spirits of the community. He will find himself in a place of privilege and of power.

"The country newspaper," says William Allen White, "is the incarnation of the town spirit. The newspaper is more than the voice of the country-town spirit; the newspaper is in a measure the will of the town, and the town's character is displayed with sad realism in the town's papers."

"It is the country newspaper, bringing together the threads of the town's life, weaving them into something rich and strange, and setting the pattern as it weaves, directing the loom, and giving the cloth its color by mixing the lives of all the people in its color-pot—it is this country paper that reveals us to ourselves, that keeps our country hearts quick, and our country minds open and our country faith strong."

The publisher who faithfully discharges the task of issuing a country newspaper must realize something of the weight and importance of his task. In the exercise of the function of country editor there is call for all the courage of conviction, the perception of human nature, the tact of right language, the charity of heart and steady year-round integrity of purpose there is in a man. If Providence has granted him a sense of humor he is fortunate, and he will have a good time.

Delivered before Better Community Conference, University of Illinois, J. P. Lowry, Secretary, Gibson Courier, Gibson City, Ill.

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NEVER BEFORE SUCH PRODUCTION RECORDS AVAILABLE

In the history of the printing industry there has never before been such an organized effort to gather classified production data, on all bindery operations, as is now being vigorously carried on by the United Typothetae and Franklin Clubs of America.

Never before has the interest in the printing fraternity been so thoroly aroused on the subject of efficiency of production, as at the present time. Executives of the printing plants of many of the organization members realizing the benefits to be derived from collective effort are freely and frankly exchanging information gathered from the production records they have compiled on their bindery output.

There is strength in the exchange of this information. Why? Because every one coöperating has compiled the data by the same standard methods. What are these standard methods, underlying the system of recording bindery production, as devised by the Price List Committee of the National Organization? They are methods whereby the operations are distinctly classified by number, and standardized as to size and class of work. For example, the operation "Folding"; the number and kind of folds are taken into consideration, in both hand and machine work; also the size of the folded sheet. "Wire-Stitching," the number of stitches, whether side or saddle, flush or extended cover, and number and size of pages to be stitched are considered, to permit proper recording of the number of pieces completed by an operator in an hour's time.

A composite report will be compiled when this work has progressed sufficiently, from the data on production forwarded to National headquarters, United Typothetae and Franklin Clubs of America, and every printer and binder who has contributed to this report will receive a copy. In this way, those interested get the experiences not of one, but of many manufacturing the same product.

Not to know and use the ideas, facts and methods, which have won for other manufacturers and executives, signifies more than mere neglect of opportunities. For in this day of keen competition, knoweldge sets the pace. The manufacturer or executive who knows his production and can use the methods proved out by others in his same line, to increase output, is the one who does not fear competition, because he is abreast of the times and up to the minute on business methods.

Wouldn't it pay you to investigate this method of recording bindery production? There are no obligations except those you owe yourself. Send for a copy of the treatise, "Classification of Bindery Operations and Operation Numbers." Address your request to the United Typothetae and Franklin Clubs of America, 608 South Dearborn Street, Chicago, Ill.

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MONOTYPE COMPANY CONSOLIDATES DISTRICTS

The Lanston Monotype Machine Company announces that on November 1, 1916, the New England and New York Districts will be consolidated under the management of Mr. Richard Beresford, the present New York Manager, and will hereafter be known as the New York-Boston District.

Mr. Beresford's experience as Western Manager for the company before going to New York, particularly fits him for a more extensive territory than the New York District afforded him, and with this consolidation of two districts, so closely allied and immensely populous individually, altho not extensive in the area covered, Mr. Beresford will have a much broader field of activity.

This consolidation is in accordance with the company's desire to improve, if possible, its enviable reputation for service to users of the Monotype. Offices will be retained in both cities under the direction of Mr. Beresford, who is already well-known to the printers and Monotype users of the East.

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J. E. LEWIS LEAVES THE MONOTYPE STAFF

The Lanston Monotype Machine Company regrets to announce the resignation of Mr. J. E. Lewis, who, for the past ten years, has been manager of their New England District, to take effect November 1, 1916. Mr. Lewis will be connected with the Atlantic Printing Company, of Boston, Mass., as president and general manager, and will take to that company the same business acumen and untiring energy which has helped to make the Monotype such a success thruout New England.

Mr. Lewis' business associates and the many friends he has made in the craft during his years of service wih the Monotype Company, wish him every success in his new field of endeavor.

ADSTYLE TYPE FACES

Every printer and newspaper maker should give attention and study to the booklet just issued by Barnhart Brothers & Spindler showing their family of Adstyle Type Faces, new brass rules and type cast borders. The name adopted for these faces is very appropriate and full of meaning.

The substance and wording of an advertisement are important but the appealing power of an advertisement—how it is dressed in type, rules and borders to command attention and reading—is almost equally important. Unless an advertisement is sufficiently impressive and distinctive as to win pleased advertence the substance or matter counts but little. Winning attention, with the great number of ads that appear, is a first esential. Anything in the advertisement that detracts the thought from the thing advertised is of doubtful value, so that illustrations foreign to the matter presented in the types are frequently more hurtful than helpful; tho the attention may be won, it is too often to the picture instead of to the thing sought to be presented.

Advertisements are intended to be read and the easier and the more pleasing the reading with nothing to take the mind from the subject presented, the better and the more profitable the result to the advertiser. In a circular letter, Mr. R. N. McArthur, manager of advertising, very clearly and truthfully states the following convincing facts that will prove helpful in appreciating the borders and types shown in the booklet and in understanding their value and uses:

"There are nine series of Adstyle letters which, with the two Kenilworth lightface series shown in the booklet, afford a variety of related type faces suitable for nearly every requirement of good printing and advertising.

"The Black and White, Tint Dot and Tint Tone Brass Rules are distinctly new, and will enable printers to decorate their work in the fashionable effects of the moment. By the way, we are the first type foundry to recognize the trend of modern commercial art toward the strong, simple, geometric styles in decoration, the practical picture of but little detail that makes a more compelling impression than any realistic picture could—and we are producing type faces and materials in accord with the vogue.

"Our slogan "Types That Talk," was adopted with the idea that it would serve as a reminder to printers and advertisers that the type face can be made to assist in causing the desired effect, and to select a letter style in harmony with the subject. The inside back cover of the Adstyle booklet illustrates the expressiveness of Adstyle faces."

The slogan, "Types That Talk," contains a valuable suggestion as does the name given to this valuable type series.

The slogan contains the important idea that it is the province of an advertisement "to talk" clearly, impressively, pleasingly, intimately, and the name indicates that there must be something distinctive about an advertisement as to its appearance and style. Style was originally the name of an instrument, used centuries before this age of printing, by the orients in writing on wax, hence there is an appropriateness in its use, in connecting with modern, movable types for multiplying writing.

Style has come to man in the fine arts, as defined by Webster: "Distinctive or characteristic modes of presentation, construction or execution," hence the appropriateness of the name to the means for effective advertising.

COMMUNITY ACTION THRU SURVEY

Editor:—The pamphlet noted below is an attempt to explain the aims and results of a comparatively new aid in community improvement.—Department of Surveys and Exhibits, Russell Sage Foundation, New York City.

Since the days of hectic "muck-racking" the social surveyor has pointed the way to a saner and better method of measuring and improving conditions of life in city and country. Just what a social survey is, how it is brought about and what ought to follow—and what does follow—are stated in a newly published pamphlet on the subject. It is entitled "Community Action Thru Surveys," and was prepared by Shelby M. Harrison of the Department of Surveys and Exhibits, Russell Sage Foundation. The pamphlet presents a list of the specific developments following the publication of the findings and recommendations of surveys made in Pittsburgh, Newburg, Topeka and Springfield. From Springfield, Illinois, alone comes a list of forty-one items of civic and social advance following the survey altho the pamphlet points out that credit for the actual achievements should at least be divided with many local organizations.

The social or community survey is described as an important "means to a better democracy." The survey is shown to serve this end by "informing the community upon community matters, and thereby providing a basis for intelligent public opinion. It is a school whose teaching is not confined to children and youth, but which aims to get its facts and message, expressed in the simple terms of household experience, before the whole people. It utilizes as many channels of education as possible."

The civic accomplishments of a great daily paper in a Middle West city are quoted to illustrate survey possibilities and point to the essential elements of a social survey as summarized in this definition:

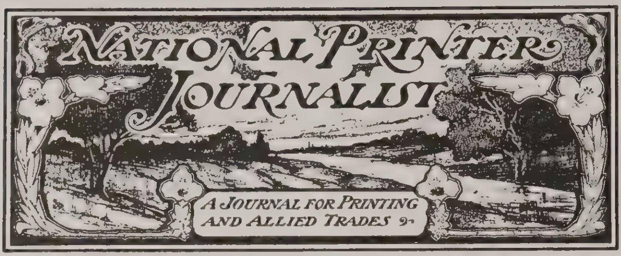
"To sum up the survey in a few sentences it is an implement for more intelligent democracy, its chief features or characteristics being: the careful investigation, analysis, and interpretation of the facts of social problems; the recommendation and outlining of action based on the facts, and the acquainting and educating of the community not only to conditions found but to the corrective and preventive measures to be adopted. The survey lays emphasis, moreover, upon the importance of studying problems in their various community-wide relations and urges coöperative action on a community-wide basis. It deals with the whole district and endeavors to lead individuals to think in terms of the whole. It is the application of scientific method to the study and solution of social problems, which have specific geographical limits and bearings, plus such a spreading of its facts and recommendations as will make them, as far as possible, the common knowledge of the community and a force for intelligent coördinated action."

The author pins his faith upon the "correcting power of facts" and the belief that American experience shows "that communities will act upon facts when they have them."

* * *

FROM NEWSPAPER TO CHURCH WORK

E. W. Rankin, Advertising Manager of Farmers Mail and Breeze, Topeka, Kansas, while in New York assisting the committee in charge of the Armenian-Syrian Relief Days, was offered and accepted a position as one of the secretaries of the Federal Council of Churches. Mr. Rankin is a native Kansan, but came to Topeka from St. Paul ten years ago to join the Capper organization.


National Printer-Journalist
A Journal for Printing and Allied Trades

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN B. HERBERT - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

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Published Monthly.

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ADVERTISING RATES promptly furnished upon application.

CHICAGO, ILLINOIS, NOVEMBER 1916

Hurriedly and incompletely, under the caption of "The Editor's Thanksgiving Sermon," we have endeavored to call attention to some of the things, not usually considered, for which, in this free land of opportunity, we feel that we should be greatly and truly thankful. There is nothing greater or more blessed to any human being than the ability, the preparedness and the opportunity for joyous, useful, continued, remunerative service to fellow men, free and independent, in a calling of one's own choice.

◆ ◆

With sincere pleasure, we have given an account, at some length, of deserved tribute paid to A. H. Lowrie, editor of the Elgin, Ill., News, on the occasion of his eightieth anniversay. All that is stated is not only deserved but highly instructive. Eighty years filled with noble work is inspiring. There is the thought, too, that for an able educator in the best schools of a State, noted for the high standards of its educational institutions, to become an editor was, from the start, a guarantee of a most worthy and useful newspaper career.

◆ ◆

The holidays, the glad time of the year when even pocket books are touched with generous and friendly impulse, approach. It is naturally a period when increased business should be expected and honestly sought. There is a sentiment, friendliness and hallowedness about Christmas trade that should not be ignored. Art enters in, to play a part in giving gladness even to mercandising. All who deal in types, ornamental borders and pieces, illustration and art productions, recognize the demand. This year, more than in former years, all these have produced all things needed for the giving new beauties to newspaper pages, to advertisements and all printed matter. Newspapers and printers, sought so efficiently to be served, should not be neglectful of the opportunities offered. Pleasure and gratification can be won and new joys be imparted, increased advertising and trade can be secured by the liberal use of these new, seasonable, artistic creations in types and engravings. The beautiful specimen sheets, leaflets and cards, setting forth these, should be carefully examined instead of being discarded; judicious selections and purchases should be made, and, then, advertisers and patrons should be shown how their announcements can be beautified, made more expressive of their good-will and win new business and new friends by the liberal and judicious use of the same.

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The recent great political campaign has proven on the whole that political advertising in the newspapers is effective. The one thing of especial value to publishers is the now accepted recognition of the fact, that newspapers should be paid for honest services rendered just as much as should men in other lines of useful work. The one fly in the ointment is, that, unless we are wrong in our observations, the same rule for strict, reliable, conscientious truthfulness has not, in all cases, been so rigidly enforced as to the advertisements of politicians as toward merchants or others dealing in things more tangible and subject to easier examination, testing and proof. Virtues and endowments, abilities for and unswerving loyalty to public service, with exceptional unselfishness, have been permitted to be set forth in political advertisements, as inhering in candidates far beyond all that has been dreamed of by their constituents, or established by their careers. It is some satisfaction that these wild assertions appeared in paid advertisements instead of being exploited in editorials, with full endorsements, as being the facts ascertained, believed in and vouched for by the supposedly honest newspaper, seeking only to serve the best interests of its readers, and of the country with highest loyalty and patriotic motives. However, there is no reason why truth in political advertising as much as in any other kind of advertising, should not prevail.

◆ ◆

The paper conditions, just at present, demand attention and we believe that the interests of printers and publishers are better served, now, by seeking ways out of existing difficulties than it is possible to serve in any other manner. For this reason, large space is given, this month, in an attempt to present the matter as fully and as correctly as possible.

The Legislative Committee of the National

Editorial Association makes an excellent showing in the report by the Secretary in this issue and the recommendations offered should receive prompt attention and favorable action. Concentrated action by the press of the whole country, certainly will prove more economical and more effective, than attempts by individuals, or action by separate states or other organizations. However, there is nothing against each association in every state doing all within its power but there should be harmony of action and co-operation. The steps taken by the North Carolina Press are to be commended and seem practical and the account, given in this issue, with regard to the same, certainly contains valuable and practical suggestions, that can be used by the National and by other associations acting with the National Association. There is no danger of having too much light, nor getting too much action. It is to be regretted that the report of the Federal Trade Commission has been delayed. It is now announced that the report will probably be delayed until the meeting of Congress but the conditions to be faced in all their phases, are pretty fully stated in what is given in this issue of the National Printer-Journalist and there is no need for delay. The report by the committee can only help to a clearer understanding. Awaiting action by Congress has proved, as a rule, nearly useless where the business interests of printers or newspaper makers are concerned. The general and thoro organization of these callings at the present time is a matter for congratulation, but the using of these organizations for prompt and concerted action is vital. We shall be pleased to receive suggestions but first advise prompt encouragement and aid of the committee and officers who have this and other important matters in hand.

◆ ◆

In writing, elsewhere in this issue, of the Golden Jubilee Souvenir Edition of The Northfield (Minnesota) News—which we found as full of valuable suggestions for newspaper makers as an egg is full of meat—referring to the uses of prize winning exhibits at Fairs, we have said that inspiration without knowledge is of no value. This was in urging that exhibits should be made more useful by accompanying the same with statements of the methods used in reaching the best results. Inspiration or the awakening of enthusiasm with a desire for attainment, is valuable in spurring on to the securing of the needed knowledge and to induce to, and sustain one in, the efforts for worthy accomplishment.

The trouble with many of our schools and our churches, as well as our educational, industrial and trade associations and conventions, is that there has been a dull following of text books, or enunciation of truths, theories, dogmas, or principles, without any direct, practical application and without awakening a desire, or giving a direct, practical way to accomplish better things—to serve, and to excel, not in hoarding up facts, but in applying knowledge. There is a pleasure in listening to the enunciation of truths and the expression of beautiful thoughts from the pulpit, from the lecturer's desk, or from the convention platform, but if all ends there, it is only a pleasure and the results may prove enervating rather than strengthening or helpful toward higher, better, sustained, practical effort and useful accomplishment.

The reason that the best Prussian schools, for many years, led the world in scholarship, and in practical results, was because all teaching was given life and earnestness thru practical demonstration and zeal. To read the descriptions given by Horace Mann, after visiting these schools, three quarters of a century ago, is inspiring today, notwithstanding the great advances made in practical instruction in America, due, to no small extent, to the efforts and inspiration of this great educator, directly, both in Massachusetts and Ohio, and, indirectly, thruout the whole republic. Instruction, demonstration and inspiration should go hand in hand.

Only that life that counts for worthy accomplishment is of value to the world and when that accomplishment has brought greatest strength, many years and highest pleasure to the individual, to the doer, then such a life may be counted very nearly perfect.

It has been ordained in the very nature of human relations that most worthy and highest service to mankind brings highest and most enduring pleasure. This service may be thru good farming, the development of better and more abundant products of fields, gardens, dairy or stock, herds or flocks; the conducting of a good newspaper or printing office that broadens information, helps to community improvement, to higher aspirations, better sanitary, educational, business and social conditions and adds to greater industrial or business prosperity, good citizenship and neighborliness, no less than by ministrations in pulpits, high public positions, in courts of justice, in the practice of medicine, or in the manufacturing industries, or serviceable transportation, or merchandising.

High purpose, worthy zeal and service, are essentials to all the callings of men, no less than in the pursuit of knowledge, in order to make a full, well rounded, successful life.

PUPILS MAKE NEWSPAPER FROM PULP TO EDITING

University of Maine Starts Students Cutting Down Trees and Carries Them Thru Every Stage Until Printed Pages Are the Result of a Unique and Eminently Practical Course

With addition of new features at the University of Maine this year, says a special correspondent in the New York World, students can now cut down a tree suitable for pulp, and on the University campus, turn it into a printed newspaper. New machinery has been added to the University Press, among which a linotype machine of the most up-to-date model, with a complete equipment of all varieties of type, including characters for the German and Greek languages, and accents for Spanish, Italian, and French.

Training at the University of Maine offers opportunity to specialize in business management and organization, editorial work, reporting, paper making, or forestry, and gives an opportunity for practical experience in every division. The student is permitted also to take work in other departments and learn the entire business, from handling woodland to the sale and management of the paper.

The Lure of Forestry

The first section of the work of forestry, under the direction of Prof. J. M. Briscoe, offers a profession to the students who wish to specialize. In practical work, when students have completed mensuration, management, valuation, transportation, and other allied work, they can deliver the pulp wood to the chemical engineers of the pulp and paper department for the manufacture of paper.

This department is equipped with digesters, beaters, presses, and calenders. A new calender has been installed in this department this summer, and now the students will be able to coat their paper and make a grade sufficiently fine for book work, and of a grade that will take fine screen cuts.

This paper and pulp plant is a division of the department of chemical engineering, and is under the direction of Dr. Easly.

Teach Practical Journalism

The journalism department is under the direction of Prof. Roland Palmer Gray. Here is to be found training in writing sports, dramatic criticisms, editorials, news, and features. There is practical work in editing copy and "make-up."

The last step is found in the University Press, under the direction of H. W.Haswell. Here are students learning the practical side of printing. They set type and handle the presses.

The students get out a weekly newspaper and a monthly magazine, both of which were printed at the University during last year. The new machinery may enable students to handle all of the University printing matter next year.—Editor and Publisher, N. Y.

LINOTYPE BULLETIN COVER

An advance press proof of the first cover page of the October number of the Linotype Bulletin shows an attractiveness and effectiveness, in simplicity of design, that is most pleasing and refreshing. The design is by Harvey Hopkins Dunn. Only linotype borders and matrices are used.

This cover, like other Linotype Bulletin covers, furnishes an admirable example of what can easily be done by any printer or typographic artist, if he will only give a few moments of thought to the linotype and its possibilities. The economy of using such linotype productions on the covers of catalogs, booklets, magazines or house organs will be apparent at once. They are covers that talk with forcefulness and directness while satisfying with a beauty that is real but not obtrusive. Obscuring ornamentation is a very frequent fault in both cover designs and in advertisements. Neatness, proportion, gracefulness and clearness, with the proper use of colors, make a type page in tasty borders, most winning and satisfying to the eye and a joy that lasts forever, while the words contained therein remain impressively distinctive.

THE INLAND DAILY PRESS

The October meeting of the Inland Daily Press, at the La Salle Hotel, Chicago, was largely attended, some one hundred members being present and great interest was manifested. Matters connected with the high price of paper were principally discussed together with the best methods of meeting the difficult conditions involved thereby. Views were freely epressed as to the advancing of advertising and subscription rates and as to possible economies and those present received genuine benefits. There was evidenced a feeling that more information was necessary and a plan was introduced for the establishing of an information bureau in Chicago. A committee was appointed with this in view and the subject will be taken up and a proposed plan voted upon at the February meeting.

USING SMALL FACED TYPE UNWISE

Representatives of 150 trade journals of New York assembled Oct 26 in the Hotel Astor to listen to papers on problems confronting the editor and publisher. It was the first annual convention of the Associated Business Papers, Inc.

The editors and publishers also discussed freely their difficulties and traded solutions. Among the topics considered was the cost of white paper. John Clyde Oswald of the American Printer, in a paper on "The Editorial Function of Types," said that it was a great mistake for publishers to meet the increasing cost of paper by reducing the size of type used.

"The amount of reading matter in the journal does not matter as much as the amount that registers in the reader's head, and that is decreased by the use of small type," he said.

James H. McGraw, head of the McGraw Publishing Company, publishers of the Electrical World, said that unless industrial leaders offer a quick solution to the labor question labor itself will solve it in a manner unsatisfactory to business.—N. Y. Sun.

LINOTYPE MATERIALS FOR HOLIDAY PRINTING

A four-page folder by the Mergenthaler Linotype Company describes and illustrates some very handsome and appropriate matrix and border designs for Christmas printing. Two of the borders are designed for two color printing.

Holly borders are always in great demand for Christmas printing and the company have now ready a two-color holly border in 18 and 24 point. Christmas designs and borders bring business and please customers. They are among the necessities of a well equipped printing office both for the job and newspaper department.

REVIEW OF JOB PRINTING

Address All Communications to E. S. Hanson, 823 Greenleaf Ave., Wilmette, Ill.

THE class in geography will please come forward! Now tell us what you know about India!

The class takes its place and proceeds to tell about elephants, burning sands, the Ganges River, ferocious lions, Rudyard Kipling, pagodas, missionaries, and the rug trade. But never a word about the printing industry. For aught the class knows there is no such thing in India. One of the primal characteristics of a heathen is that he shall be unable to read and write; and if his education is thus limited, why should there be printing presses to cater to the wants which he does not possess?

Such is a more or less distorted glimpse of the courses in plain and fancy geography as taught in some of our public schools. But you begin to wonder what it all means in relation to the purposes of this department in The National Printer-Journalist. Merely this, kind sir: that I have before me on my desk a collection of samples of printing from that far away country, from which some lessons in geography, ethnology, language, and various other branches of science which go to make up a liberal education, may be drawn. They may serve to correct some of the distorted notions as to the Orientals, and will, in some way, point a moral, and idea of the world's progress in printing.

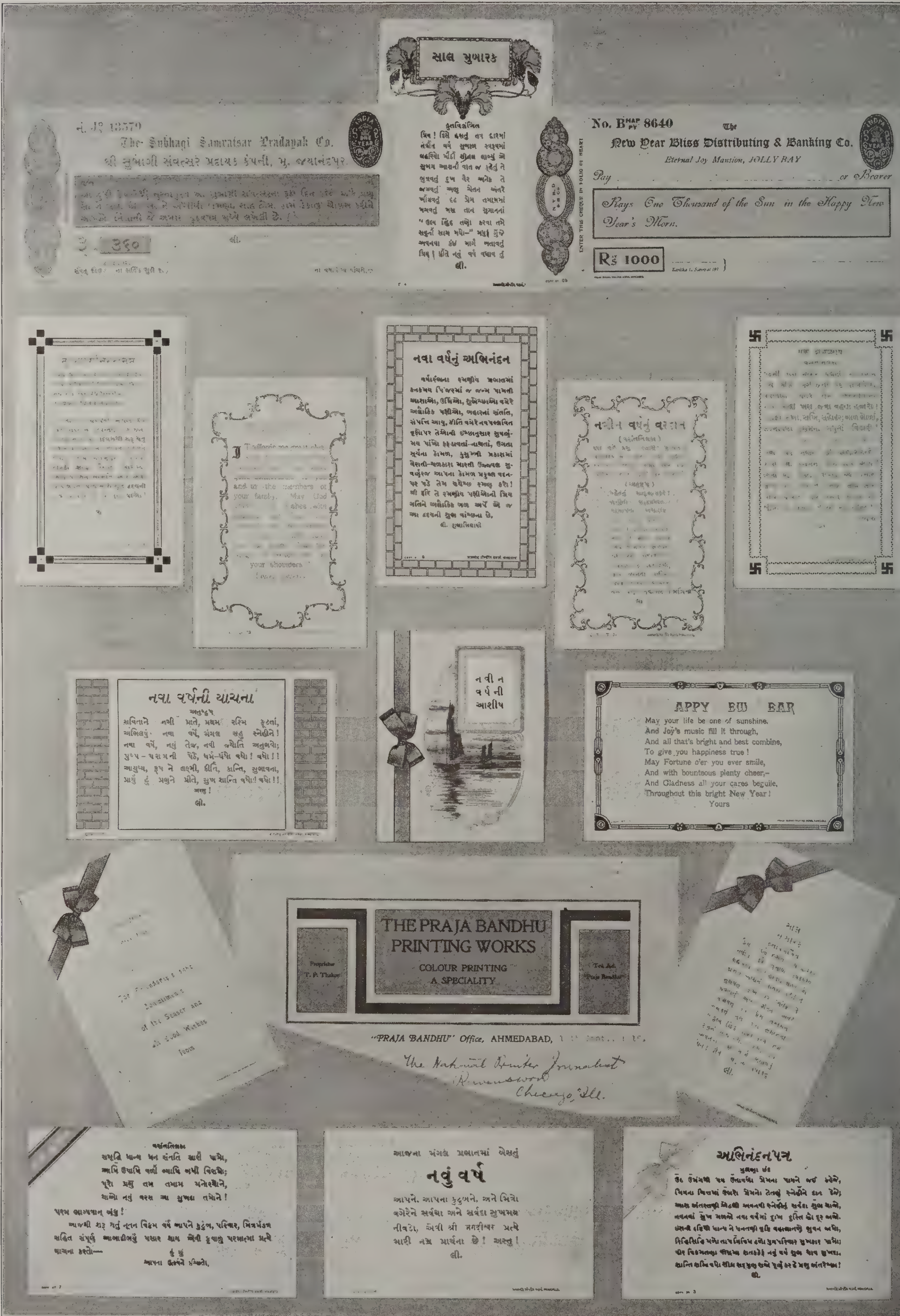
These specimens are from The Praja Bandhu Printing Works at Ahmedbad, of which T. P. Thakor is proprietor. The collection consists principally of Hindu New Year greetings, and they are printed both in English and Gujerati. What a printed language it is, anyway, to us ordinary Occidentals, ignorant of the old languages, with the lines running from right to left, so that one feels as though he must needs be beside himself in order to read it! One of my boys has just been investigating it and has resorted to the expedient of holding a mirror to it, thinking that when reversed to read from left to right, after the fashion of English, it would be more readable; but of course in this he was disappointed. It looks like the language of the Old Testament, and there is almost a suspicion that its use on anything so light and frivolous as a holiday greeting must be a near approach to sacrilege. But there it is, apparently with messages of good cheer and well wishes, just as the cards which we ourselves print and send out at that season of the year. Some of them are printed on good American bond paper, too, with some of the well-known watermarks "blown in the bottle" followed by the words "Made in U. S. A." This is one of the lessons in commerce which we may get from the matter before us, if we are so disposed. Some of the English type faces also look wonderfully familiar, and even the "heathen" type may have been the product of our wonderfully versatile foundries.

There is a little booklet in the collection which seems to be an advertisement for the printer himself, and which among other things I suspect contains a price list of various items of printing. But I shall not attempt to enter into any discussion of the prices—whether they be high or low, or whether or not they conform to the methods of estimating laid down by our most approved cost experts.

Bronze powders of various hues are of frequent recurrence in these specimens, and the cards all have at least a dash of color if not more. I have been glad to see them myself, and am glad to pass them on to the rest of you. They denote careful attention to details, especially to the accurate register of color work.

◆ ◆

Curious---isn't it?—how nothing more out of the ordinary than a lower case letter when one would naturaly expect a capital will be sufficient to attract the attention and get a hearing for a message which might otherwise be passed unheeded. Its suggestion of incompleteness is just sufficient to pique the curiosity and lead one on to find out the rest of the story. Before me there is a handsome folder with an illustration on the front and the words "—in June." Just that and nothing more. And immediately I



The Subhagi Samvatsar Pradayak Co.
શ્રી સુભાગી સંવત્સર પ્રદાયક કંપની, મુ. જયાનંદપુર.
રૂ. ૩૬૦
લી.

સાલ મુબારક

No. B $^{HAP}_{PY}$ 8640
The
New Year Bliss Distributing & Banking Co.
Eternal Joy Mansion, JOLLY BAY
Pay .... or Bearer
Rays One Thousand of the Sun in the Happy New Year's Morn.
Rs 1000
Kartika 1, Samvat 197
ENTER THIS CHEQUE IN FOLIO OF HEART

નવા વર્ષનું અભિનંદન

લી. શુભાભિલાષી

નવીન વર્ષની આશીષ

નવા વર્ષની યાચના
અનુષ્ટુપ
સવિતાને નવી પ્રાતે, પ્રથમ રશ્મિ ફૂટતાં,
અભિલષું નવા વર્ષે, મંગલ સહુ સ્નેહીને!
નવા વર્ષે, નવું તેજ, નવી જ્યોતિ અનુભવો;
પુષ્પ-પરાગની પેઠે, ધર્મ-ધંધો વધો! વધો!!
આયુષ્ય, રૂપ ને લક્ષ્મી, કીર્તિ, કાન્તિ, સુભાવના,
પ્રાર્થું હું પ્રભુને પ્રીતે, સુખ શાન્તિ વધો! વધો!!
અસ્તુ!
લી.

APPY EW EAR
May your life be one of sunshine,
And Joy's music fill it through,
And all that's bright and best combine,
To give you happiness true!
May Fortune o'er you ever smile,
And with bounteous plenty cheer,—
And Gladness all your cares beguile,
Throughout this bright New Year!
Yours

THE PRAJA BANDHU PRINTING WORKS
COLOUR PRINTING A SPECIALITY
Proprietor T. P. Thakor
Tel. Ad. "Praja Bandhu"
"PRAJA BANDHU" Office, AHMEDABAD,

The National Printer Journalist
Ravenswood
Chicago, Ill.

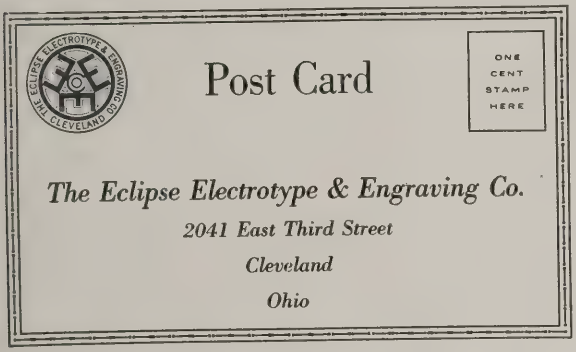
આજના મંગલ પ્રભાતમાં બેસતું
નવું વર્ષ
આપને, આપના કુટુંબને, અને મિત્રો
વગેરેને સર્વથા અને સર્વદા સુખમય
નીવડો, એવી શ્રી જગદીશ્વર પ્રત્યે
મારી નમ્ર પ્રાર્થના છે! અસ્તુ!
લી.

અભિનંદનપત્ર
લી.

begin trying to piece out the sentence by repeating "What is so rare as a day in June?" But in reality it has nothing to do with the beauty of the early summer days tho it is none the less interesting on that account. The matter which follows makes good, so that there is no feeling of disappointment when one gets to the real message; and as I have tried to point out at various times in this department that is one of the essentials of stuff of the anti-waste-basket variety.

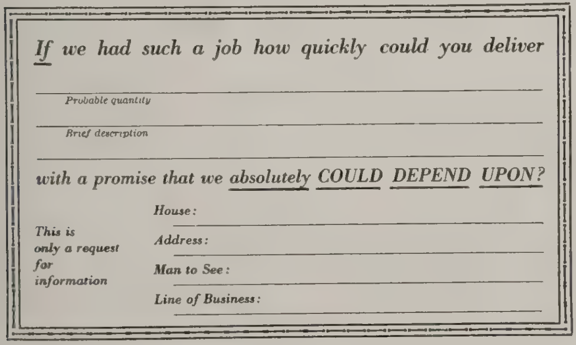
✧ ✧

Some people seem to think that a return card is such an unimportant part of their printing that little attention need be paid to it. Just a blank form—they consider it—like a requisition slip passed from one department of an organization to another. This kind of a job is given to the cheapest man in the shop when it comes in to be set up; if there is an apprentice available it is given to him to practice on. And indeed he is likely to turn out a more creditable job than an experienced journeyman; for he has a reputation to make, while the journeyman thinks it amounts to little and hurries thru it any old way. Once in a while, however, we find someone who sees the advantage of carrying his ideals even to something so seemingly unimportant as a return mailing card. The one here shown is one of them. It carries with it the conviction that the concern sending it out is thorogoing and has nothing to conceal—that its shipping room is just as neat and orderly as its front office.


Post Card

ONE CENT STAMP HERE

The Eclipse Electrotype & Engraving Co.
2041 East Third Street
Cleveland
Ohio


If we had such a job how quickly could you deliver

Probable quantity ____________________

Brief description ____________________

with a promise that we absolutely COULD DEPEND UPON?

This is only a request for information

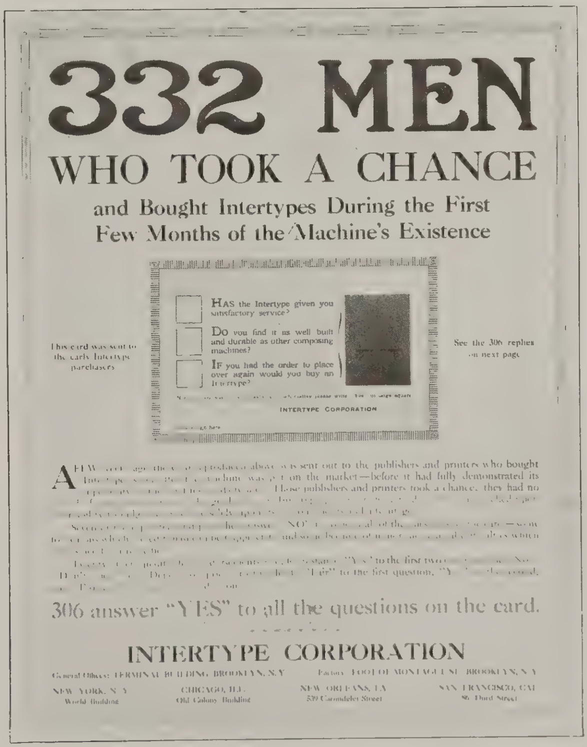
House: ____________________
Address: ____________________
Man to See: ____________________
Line of Business: ____________________

✧ ✧

Why so many blotters? This question is often asked by your customers when you go out after them to interest them in the blotter form of publicity. They tell you that the blotter is a drug on the market—that there are so many blotters distributed that not one of them ever gets any attention. These men need perhaps go no farther than their own offices to know that this is not so—that no matter how many blotters may be handed you, you are pretty sure to be without one just at the critical time when the messenger boy is waiting for the ink to dry on your letter so that he can take it post-haste to the station and hand it to the clerk in the mail car. A blotter has a way of slipping out of sight which is past finding out. No matter how often a fresh supply comes to your desk, it is usually welcome.

✧ ✧

The rapid multiplicity of typesetting machines is producing some keen competition in this field —and competition is always provocative of printing. The modern way of carrying on commercial warfare is by means of the printing


332 MEN

WHO TOOK A CHANCE

and Bought Intertypes During the First Few Months of the Machine's Existence

This card was sent to the early Intertype purchasers

☐ HAS the Intertype given you satisfactory service?
☐ DO you find it as well built and durable as other composing machines?
☐ IF you had the order to place over again would you buy an Intertype?

INTERTYPE CORPORATION

See the 306 replies on next page

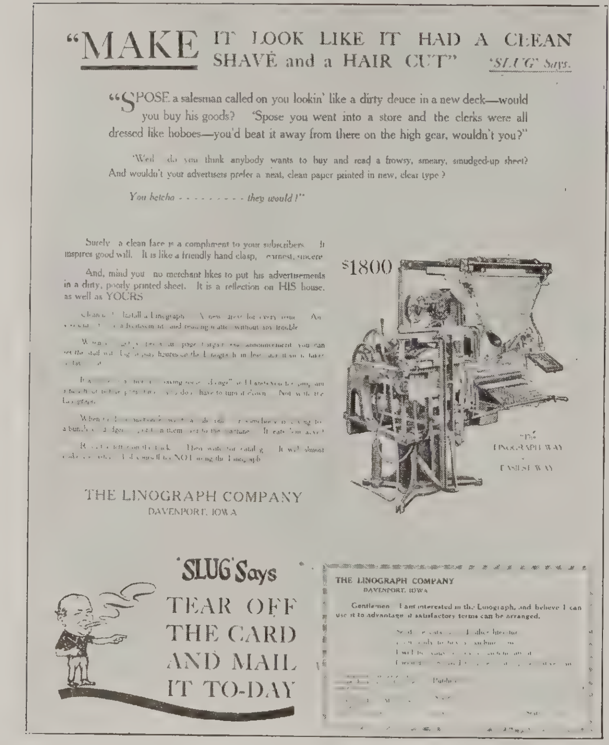
306 answer "YES" to all the questions on the card.

INTERTYPE CORPORATION

General Offices: TERMINAL BUILDING, BROOKLYN, N.Y. Factory: FOOT OF MONTAGUE ST., BROOKLYN, N.Y.

NEW YORK, N.Y. World Building
CHICAGO, ILL. Old Colony Building
NEW ORLEANS, LA. 539 Carondelet Street
SAN FRANCISCO, CAL. 86 Third Street

press. These machine men naturally know how to appeal to printers—and the result is some advertising matter which is of unusual interest. I am showing two recent specimens which have come to my desk from these concerns. They are not "hand picked" by any means, but are just the ones that happened along. They are excellent examples of having something to say and saying it in the most forceful manner.



"MAKE IT LOOK LIKE IT HAD A CLEAN SHAVE and a HAIR CUT" 'SLUG' Says.

"'SPOSE a salesman called on you lookin' like a dirty deuce in a new deck—would you buy his goods? 'Spose you went into a store and the clerks were all dressed like hoboes—you'd beat it away from there on the high gear, wouldn't you?"

'Well do you think anybody wants to buy and read a frowsy, smeary, smudged-up sheet? And wouldn't your advertisers prefer a neat, clean paper printed in new, clear type?

You betcha - - - - - - - - - they would!"

Surely a clean face is a compliment to your subscribers. It inspires good will. It is like a friendly hand clasp, earnest, sincere.

And, mind you no merchant likes to put his advertisements in a dirty, poorly printed sheet. It is a reflection on HIS house, as well as YOURS.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA

THE LINOGRAPH COMPANY
DAVENPORT, IOWA

Gentlemen: I am interested in the Linograph, and believe I can use it to advantage if satisfactory terms can be arranged.

◆ ◆

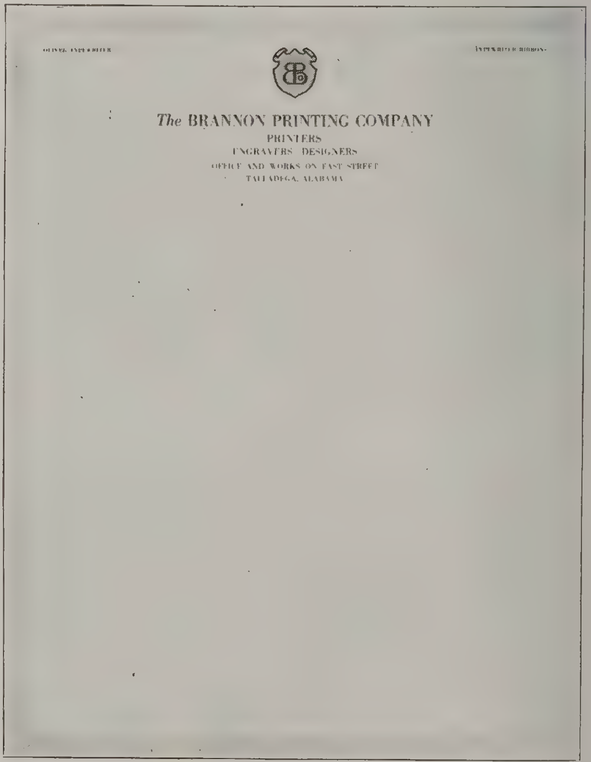
Get at least some originality into your house organ. I have one before me whose only fault is that it is made up entirely of clippings. And it is from a printing concern at that—from people who are supposed to know at least the first principles of having something to say and knowing how to say it.

◆ ◆

It cannot too often be repeated that the printer should endeavor always to so secure the confidence of his customers that they will consult with him before deciding any of the details of their work. The man who secures his engravings and orders his paper stock before he takes his work to the printer, often not only puts a handicap upon the printer so that he cannot turn out the best kind of a job, but in many cases he actually fixes himself to lose money. The printer is expected to know what results will be secured with any given combination of materials, or conversely, how to select his materials to produce certain desired results. The customer should work with the printer and avail himself of this expert knowledge. He should not order anything until he has first consulted the printer. Perhaps in some cases the printer is to blame because this is not always done. He is willing to place himself in the position of a menial, ready to do any bidding, rather than in the position of a technical and artistic adviser. But do you tell your dentist, your physician, how to do their work? Put yourself in their class. Sell your knowledge as well as the work of your hands.

* * *

This one letter head comes to me alone in an envelope, without a word of comment from our friend Brannon. The one word "Printers" is in red, with the border and the tint under the trade mark in olive green, and the rest of the lettering in black. Of course it is all done in the customary Brannon style of attention to detail and the class of presswork which makes one look twice to determine whether it is printing or lithography. It is not everyone who can make such generous use of capital letters and get away with it so creditably. This head reminds me, too, that I started at one time to make a collection of printers' trade marks, but it never got very far. This Brannon crest would make a worthy and interesting addition to such a collection.



The BRANNON PRINTING COMPANY
PRINTERS
ENGRAVERS DESIGNERS
OFFICE AND WORKS ON EAST STREET
TALLADEGA, ALABAMA

THE DANGERS OF MODERN ECONOMIC POLICIES

By Honorable Alfred E. Ommen

From Address Delivered Before Thirtieth Annual Convention of the United Typothetae and Franklin Clubs of America.

WE are entering upon a new economic era. The other day in the Capital of this country something happened that never happened before. The President and the Congress of the United States, under pressure, enacted legislation in fear of a group of labor unions causing a strike. This group represents less than a half of one per cent of the population. The unions declined to have their claims arbitrated by a judicial body. Their idea is to get the judgment first and try the case afterward. What is the use of making a diagnosis when it is so much easier to kill and ascertain the condition at the autopsy. Persons like myself who have been watching economic changes for some years and know their tendency were not at all surprised. The incident has, however, aroused the thought of the indifferent and given them much food for reflection. We are on an unknown sea and we need to take our bearings. Have we for sometime and are we pursuing economic policies that mean great danger to this Republic? Let us see.

Some years ago the country began to realize that a group of millionaires was gradually establishing an oligarchy so that legislatures, courts, commerce, finance, industry, etc., were bowing to their sovereign will. It was a serious situation. A great American saw its danger and attacked it vigorously and with much success. Certain disclosures then made disenchanted the people so that if you were a millionaire there was none so poor as to do you reverence. Very rich men are still human and feel the touch of scorn, the jibe of ridicule and the blush of shame. Foundations were established, large contributions of money were made to this movement and to that, experts secured in every phase of philanthropic work and if there were none, they were educated. Every dollar spent for all the propaganda has been added to the price of the things these people sell so that it has cost them nothing. Instead of being the only reformers they have made everyone a reformer. Instead of reforming themselves they have reformed the people. The lady on Fifth Avenue and the lady on Second Avenue are all in a mad chase to change things. Everyone is interested in the other fellow's business. So much has this new spirit of reform taken hold that a new profession has some among us, namely, the profession of the social worker. According to the report of the New York School of Philanthropy, which made an investigation of the number, salaries, experience and qualifications of those engaged in this profession, there are in the City of New York, 3,968 salaried workers in the private philanthropies. The report does not give the number of those in the government service. When you note that this is a larger number than those engaged as authors, editors, and reporters, civil engineers and surveyors, clergymen, architects, dentists or chemists, all more or less professional men, you will realize the tremendous force engaged in this work. They number half as many as the physicians and surgeons in that great city and two-fifths of the number of lawyers, judges and justices. These workers represent 368 social organizations, some of them national associations. Of the total of 3,968 engaged as workers, 2,857 are women and 1,111 are men. Let me be clearly understood that in this address my remarks have no reference whatever to those workers who are engaged with institutions for children, for the aged, with settlements, the recreation centers, neighborhood nurses or temporary relief. Those people are performing God's service with long hours and little pay. The social worker is variously engaged in organized charity, housing and public health movements, settlements, municipal and social research, experiments with new criminal procedure and prison reform, playgrounds and recreation centers, religious and medical social service, industrial commissions and public welfare departments. Other tasks include field work in problem research, newspaper and peridoical publicity, bulletins and pamphlets, writing press stories and articles, public speaking, drafting and securing the passage and enforcement of legislation, conducting educational, legislative and organized campaigns, and over and above all, making the work known to possible contributors. The community movement workers are those who are always telling what the people want without the people having selected them as their representatives. They are the high-salaried workers who have a sardonic grin whenever you mention the manufacturer, merchant, employer, landlord or self-respecting worker, or speak of property rights or personal liberty.

We, therefore, have here a mighty force. There is a freedom of movement in connection with the work because there is very little responsibility. Our public officials are often reckless with the people's money because they do not have to pay any of it themselves. Like the community worker, they seldom have a dollar invested in any business. Their effort is solely for reform, no matter who pays for it. There are many who complain of paternalistic laws that have been placed on the statute books, thoughtlessly contribute to this or that charity or community movement, and thus help pay the salaries of the very persons who are responsible for the laws about which they complain. These people work thru heart-gripping pictures of a diseased child or a little barefoot boy playing among ash-barrels in a dirty alley. A real pathetic incident to them is an asset. Our hearts are so filled with charity and humanity that when a circular is sent to us showing a boy strapped to a board because his spine has been broken by a drunken father, we never stop to reflect whether he is the only boy who is so situated. One of the great dangers of legislation secured by this propaganda is that much of it is based on exceptional instances. The law in New York prohibiting night work for women was largely brought about because in Geneva, New York, 98 Lithuanian women worked at night and their husbands worked in the day time, and the children were therefore not taken care of. Those who advocated the law never considered that in the City of New York there were thousands of women who were single, who were widows, who were barren, who had old mothers or fathers or children dependent upon them, who were living clean, wholesome, healthy lives and yet they had to lose positions where they had worked for years, and men and boys were put in their places. Citizens of the United States, many of them natural-born, yet, they were not considered because somewhere in the State a small number of ignorant women, who did not have sense enough to take care of themselves, were carrying on practices that were injurious only to them. I know two competent women, proof readers on the great daily morning papers, receiving the same pay as men, who lost their positions. I know women cashiers in drug stores who lost their positions. You would stop and wonder why a woman, among the pleasant surroundings of an ordinary drug store, would not be allowed to work after 10 o'clock at night, while thousands of women, amid the nerve racking of a telephone exchange, are permitted to work any hour of the day or night. Many illustrations may be given of similar legislation that has been enacted during the last three or four years. These people have the time and money and their activities are done as deliberately as you engage in your daily work. A fire is to them an inspiration. A catastrophe opens a vista of work ahead for several years. Thru newspaper and periodical publicity they accelerate public opinion. The average legislator lacks moral courage. His plan is not to reason but to follow the wild frenzy of the hour.

There is always a senator or assemblyman who has never known how difficult it is to find work; who does not know the joy of having been successful in securing a job and the burning desire to keep it. He is usually asked to introduce a bill which is prepared for him by the propaganda, or if he is poor and does know, he is urged to become a champion. He is ambitious to go to Congress or secure some higher political office and he craves popularity. He spends very little time concerning himself with the actual merits of the bill nor how many people it is going to affect. He knows that there are some rich people back of it, who just love to be connected with public movements; or it is endorsed by the labor unions. Circulars and pamphlets are then carefully prepared and sent to the newspapers and to each member of the legislature. In the meantime, several of the social workers have carried on a persistent lobby. The day of the hearing comes and the social worker is ready, supported by philanthropic people, who are thrilled every time they see their names in a newspaper. Those who are affected by the law are never there and know nothing whatever about it. One thing is certain, they never have asked for it. Those who have to pay the bill because of the legislation seldom have representation, and if they have, very little consideration is given to their views. Suddenly the industries of the State awaken to the fact that five or ten millions of dollars have been added to their overhead charges. Suddenly hundreds of unfortunate persons discover that what was lawful yesterday is not lawful today. The social workers make up their report, speak of the great "work" we are doing, cite a few pathetic instances, distribute with it a printed contribution slip, receive from kindhearted people thousands of dollars, which pays their salaries and a little more, and they take up something else. To read a report from one of these social organizations it would give the impression that all improvements in the health of the community or reduction of the death rate was solely and entirely the result of their efforts. Very little credit is given to the marvelous progress in medical science and the whole-hearted and splendid sacrifice of the average physician. The discovery of anti-toxins of diphtheria, scarlet fever, inoculations against typhoid, precisions and wonders in surgery so that an operation for appendicitis is almost a rest cure instead of a serious matter as heretofore, are hardly ever referred to in the reports.

The laws of Europe, Asia, Africa and Australia have been searched with a fine tooth comb in order that they may be enacted in this country without regard to their applicability to our form of government. It must not be forgotten that this is a profession, and that these people have to find something new every day in order to practice their professions and draw their salaries. The time has not yet come when the industries of the country realize this. They are confused by the propaganda. They think it is the cry of the poor. When the people begin to realize that this profession is exactly like the profession of law or medicine or theology, through which those who are in it are making a good living, much of the humanity and sympathy that now stimulates this movement will be taken out of it. There is much good that these people do for which they deserve sincere thanks. A large percentage of the persons engaged have very little sympathy with the government of this country, but are frankly socialists. To them the Constitution of the United States is not an instrument to be honored and respected, but rather an obstacle to be overcome. They laugh when someone calls the Constitution the supreme law of the land. Their activities have made judges weak, so that laws today that five or ten years ago were clearly an infringement of property rights and personal liberty and declared unconstitutional are now declared constitutional. The rule, therefore, now is that everything should be regulated by law. The rights of the individual are becoming less and less and the action of the mass, rather the majority, is becoming the rule of conduct for our people. We now have laws giving the hour when persons shall go to work and when they shall stop, when they shall eat and where they shall eat, when they shall sleep and when they shall rest. If a person with ambition would like to come into the store or shop at 7:30 in the morning for some purpose of interest to himself and his employer, or should desire to work a half hour longer in order to finish anything that might be of importance, an inspector of the department of Labor immediately appears and the employer, without even knowing of the honest purpose of the employee, has committed a misdemeanor and is brought before the court and fined. * * *

The President of the Amalgamated Association of Street Car and Electric Employees in the recent strike in New York said: "Altho it may discommode and inconvenience a great many people, which we dislike to do, our interests come first and we will have to look out for ourselves and we will have to discommode and inconvenience those people." The President of the New York State Federation of Labor on the same day said: "A general sympathetic strike of the organized labor unions of this city will be ordered in case there is no other way left to win a general strike of the transit employees."

Many of the things I have brought to your attention in this address are familiar to you. You are here in a great convention and you represent something important in the life of this country. Let me offer just a few suggestions.

Oppose the organized efforts to substitute Equalization Laws for equal laws. Equalization laws are distinctly class legislation by taking from the successful and giving to the unsuccessful, taking from the unpopular and giving to the popular.

Resist organized groups of socialists impressing their theories on industry, commerce and transportation.

Support and help patient, efficient, courageous, patriotic men who seek to do justice to all rather than favor to a class.

Oppose public men who seek promotion or continuance in office by blind allegiance to the very rich or to organized labor.

You have here a magnificent organization for the prosperity and success of your own industry. Apply the name principle to organized co-operation with your fellows for the protection of your just interests. You have spent thousands of dollars on the installation of cost systems and it has helped you to get better prices and elevated the character of your business. May I ask you to consider the advisability of keeping in touch constantly with modern economic policies and establish and maintain a department which shall acquire information, the trend of legislation and the study and development of sound policies of business statesmanship to meet the serious circumstances of the day. Work thru your local and state organizations and combined with your national organization you will have a far-reaching influence. The Bulletin that you publish could be made a potential force of such a department. It is as much interest to you what goes on in the capitals at Washington, Albany, Springfield and Sacramento and in the decisions of courts, the lessons of strikes and inordinate propaganda anywhere as the reports of conditions of your trade. You will find that the money you spend in that way will pay you back a hundred per cent interest and you will be, in addition rendering a patriotic service to your country.

In a recent address of Mr. W. S. Kies, Vice-president of the National City Bank, he said: "Germany has made organization the cornerstone of the most efficient industrial and economic structure ever created by any nation. Her economists and statesmen have had the ability to think clearly and to plan with foresightedness. Contrast our lack of economic leadership, our adoption of economic policies as the result of popular demand inspired as the result of muddled thinking of period of years any definite conscious economic plan. What is needed, perhaps, more than anything else is clear thinking along economic lines and real constructive leadership. There has been too much of the 'you shall not' in our legislative policy and too little of the 'you may.'

* * *

SATURDAY HALF-HOLIDAY FOR GOVERNMENT PRINTERS

A movement to make the Saturday half-holiday a year round institution for all Federal employes is earnestly advocated by Public Printer Cornelius Ford, whom the Washington Star quotes as saying:

"I am decidedly in favor of granting the Saturday half holiday all the year round. I always have been in favor of granting such rest and recreation time to employes who perform faithful service. I believe that greater efficiency can be attained in this way. I expect to set my views along this line before the President at the earliest possible occasion."

Mr. Ford holds, however, that an increased appropriation will be necessary if the Saturday half holiday is granted. He says that the increased expense at the government printing office would be something like $235,000 or $240,000. "Nevertheless," said Mr. Ford, "I am in favor of the increased appropriation and giving the employes the half day off."

As the govenrment printing office carries on its rolls more than 4,000 employs, with upward of 3,900 in actual service, and is one of the largest departments in the government service it concerns that number of persons.

* * *

NEWSPAPERS ADOPTING ALL-SLUG SYSTEM OF NON-DISTRIBUTION

The extent to which the non-distribution system is being adopted in composing-rooms in all parts of the country is arousing considerable interest and comment. Like all new methods, non-distribution was at first looked upon by many as an expensive and impractical theory, but the experience of progressive printers and publishers has proven beyond question that composition with practically no distribution is not only easily possible at comparatively low cost but very profitable.

For some time the Mergenthaler Linotype Company has carefully studied and analyzed this important problem and has now developed the all-slug system of non-distribution to the point where the great savings in time, labor and money, not to mention the inherent advantages of handling slugs instead of individual type, can no longer be overlooked by those executives who are striving to improve the efficiency of their plants.

The success of the all-slug system can be judged from the fact that within the past few weeks a number of newspapers have adopted The Linotype Way. One of the most interesting installations was made in the composing-room of the Lynn, Mass., Item. This paper had been experimenting for a long time with other so-called non-distribution methods but met with only moderate success. Recently they added four Model 14 Linotypes to their battery and installed two Ludlow Typographs. Their composing-room is now conducted on the all-slug system of composition and distribution.

The Cleveland Press, the Cincinnati Post, the Toledo News-Bee and the Vancouver (B. C.) Province are among a number of other papers which have also adopted the all-slug system.

The advantage of the all-slug system of non-distribution is, that it is only necessary to provide the matrices for the type needed—whereas in other systems thousands of pounds of type must be cast up, laid in cases, or stored in cabinets for use at some future time when the compositor might need the type to set a line or so. The latter method ties up tons of metal besides necessitating a big investment in storage cabinets and requiring constant work on the part of the machines casting type and the time of one or more men to keep the cabinets and the cases sorted up.

With the all-slug system it is only necessary to provide storage for the matrices, which are set only when needed. As soon as the slugs are cast the matrices are put back in the cabinet and the operation is finished, until another line is wanted.

Any printer or publisher interested in economical and profitable non-distribution would do well to get in touch with the Mergenthaler Linotype Company, where it is possible to get interesting facts and figures concerning this latest method of cutting composing-room costs.

* * *

THE SUCCESS OF ADVERTISING

The success of advertisers is the direct concern of every printer and publisher just as the prosperity of any business is the concern of every one employed therein.

MARRIAGE OF SOUTH DAKOTA EDITOR

His Presence of Mind and Steady Nerve Save the Bride and Possibly the Guests and the House from Destruction by Fire Just After the Final Words, "To Cherish and Protect" and "I Pronounce You Man and Wife," Had Been Said by the Officiating Minister

RECENTLY we published in the National Printer-Journalist the engagement of John Herbert McKeever, editor of the Aberdeen Daily American. The announcement of the engagement was in a humorous vein, terms of war being used in harmony with the thought of all earth's inhabitants today centered in the world war.

The wedding was celebrated September 28th at the home of the bride and came near having a fatal ending. The Daily American of September 29th contained the following:

To save his bride from disfigurement or possible death does not often fall to the lot of a bridegroom within fifteen seconds after the wedding vows have been taken, but last evening, scarcely a minute following the words of "to cherish and protect" had been spoken by J. H. McKeever, the American's editor, only his instant action and ready presence of mind prevented a terrible ending to the happy marriage ceremony.

Rev. O. W. Taylor had just pronounced the couple man and wife, when, as the bride, Doris Bickelhaupt, turned to meet her husband's bridal kiss, her flowing bridal veil swept into the candles at the hymeneal altar and in an instant burst into flame.

The guests were scarcely aware of the accident before the groom had sprung behind his bride and swept the burning veil from her head, crushing the flames in his gloved hands and smothering them out with the heavy satin train of the wedding gown.

The flash of fire had singed the back hair of the bride, and her wedding veil was ruined, but with admirable presence of mind and composure, both bride and groom turned with a smile on their faces to receive the congratulations of their guests, as tho nothing out of way had occurred, and it was not until a half hour later the full extent of the accident and escape was realized.

The Wedding

The following account of the wedding, given in the American, is of interest, not only as a model account of the marriage of a popular, successful, efficient editor, but also as showing how a wedding is now celebrated among the opulent in the best society of the capital of the wealth-burdened state of South Dakota:

The wedding of Miss Doris May , daughter of Mr. and Mrs. W. G. Bickelhaupt, and John Herbert McKeever, took place last evening at 8:30 at the Bickelhaupt home, 1003 South Jay Street, Rev. Ora W. Taylor of the Methdist church officiating.

The bride, who was given in marriage by her father, was beautifully gowned in white brocaded satin and tulle, trimmed with pearls and made entrain, Court style. She wore a veil which was also trimmed with pearls and carried a wonderful Colonial shower bouquet of lilies of the valley and white roses.

Mrs. Paul Jumper was matron of honor and wore her wedding dress, which was a pretty creation of white net made entrain. She carried a staff basket filled with Ophelia roses and daisies.

The bridesmaids were Miss Rhea Wells and Miss Helen Jackson. They were costumed alike in dresses of pink tulle adorned with silver and touches of light blue, producing a most beautiful effect. They carried pink roses and white daisies in staff baskets.

The bride's mother wore a becoming dress of grey satin with a corsage of pink roses.

Carl Nye, of St. Paul, was best man, and the ribbon bearers were the bride's brothers, Carroll and Ivan Bickelhaupt.

The residence was a veritable bower of flowers. About two hundred guests witnessed the ceremony which was performed in the living room in front of the fireplace, decorated with ferns, asters and other flowers.

On both sides of the marriage altar and in front of the mirrored space above were lighted white tapers with backgrounds of Easter lilies and pink and white asters.

Preceding the ceremony Dr. M. C. Johnson sang Cadman's "At Dawning" and Greig's "Ich Liebe Dich."

The wedding party descended the broad stairway to the strains of the Lohengrin wedding march, played by Mrs. A. E. Chilson, of Westport.

The ribbon bearers led the procession and formed the aisle for the wedding party which entered in order:

Rev. O. W. Taylor.
The groom and attendant.
Miss Wells.
Miss Jackson.
Mrs. Jumper.
The bride and her father.

During the ceremony, Mrs. Chilson played a Nocturn by Chopin, afterwards the Mendelssohn wedding march.

Punch was served by Misses Helen and Eleanor Strauss in the hall, which was decorated with pink and white asters.

Pink roses and white daisies were artistically used in the dining room where a lap supper was served by the Misses Margaret Wells, Alice Jackson, Beryl Grantham, Gertrude Holmes, Jennette Van Beek and Henrietta Van Beek. At the table pouring were Mrs. Ed Barron, of Ipswich, Mrs. B. C. Murdy, Mrs. M. B. Lamont and Mrs. Leon Wells.

During the evening the much anticipated event of cutting the bride's cake was participated in by the immediate wedding party and the young friends of the bridal couple.

Mrs. Paul H. Jumper found the money, Miss Genevieve Jackson the button, Ivan Bickelhaupt the ring, C. O. Bickelhaupt the white elephant (for luck) and Miss Marie Jewett the thimble. Miss Matilda Gage caught the bride's bouquet, but the mystery of the bride's garter was hidden and remained unsolved.

Out of town guests who came recently were Mr. and Mrs. J. R. Cole and son George, of Redfield; Mr. and Mrs. F. N. Lee and son William, of Britton; Mrs. Dorothy Bickelhaupt, of Britton, and Paul Jumper, of Minneapolis; Senator and Mrs. Phlin Beebe, Mrs. M. P. Beebe, of Ipswich and David Jewett, of New York.

The bridal couple departed on the midnight flyer for a three weeks' trip thru the Canadian Rockies, ofter which they will return to this city, where Mr. McKeever is editor of The Aberdeen American, and president of the Aberdeen American company. They will be at home after December 1 to their large circle of friends at 1001 North Lincoln Street.

The bride's going away suit was of dark green Bolivia cloth, fur trimmed, and was set off by a charming feather toque, grey georgette waist and grey shoes.

McKeever—He's Married

In spite of the fact that Mac's made such a fuss,
The boys on the street rather like the dear cuss:
He looks down his nose as he walks up and down,
And towers o'er the heads of the boys of the town.

He writes us all up in his newspaper sheet,
In a way that we find is quite hard to beat;
And he oft seems possessed with a furious brain-whirl,
Because some poor man falls in love with a girl.

He guyed us a-plenty when we married the beauty,
While he flocked all alone—as a bachelor's duty.
Then one day in June a real angel swooped down
And picked our dear Mac as the beaux of the town.

He fell for her charms—even Mac fell in love,
And now he's married this one from above.
So now it's our turn—and if justice were done
We'd guy the old scout and have heaps of fun.

But instead we'll pour on his head coals of fire
Forgetting our wrath and our virtuous ire.
Because at last in his newspaper life,
He's done something wise—he has taken a wife.

So here's to you Mac, with good wishes—not few,
That the best in this life come to her and to you.
Health, wealth, and love to you and the wife,
And kidlets a few—the best hopes of your life.

I say it for all in the Benedick pen,
And hear them shout out a cordial—Amen!
—Contributed.

How different all this is from the conditions in South Dakota some forty years ago, during the grasshopper scourge, when our more fortunate Minnesota and the East willingly contributed to the needs of the hardy pioneers. It is stated that a clerk of court then presented the editor with the marriage liscense, as a compliment, free of charge for services to the county, and the brave, but happy couple only rich in faith for the future walked to the parsonage when the minister performed the ceremony as a part of his pastoral duties.

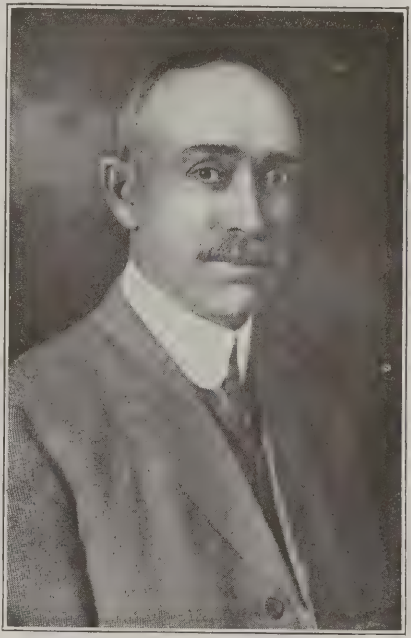
* * *

CHARLES SUMNER PARTRIDGE

It is with genuine regret that we announce the death of Charles Sumner Partridge, president of the Partridge and Anderson Company, the well known firm of electrotypers and stereotypers, which took place at his residence, 6114 Woodlawn Avenue, Chicago, on November 8th. The news of his demise which was a shock to the members of the printing and allied trades, by whom he was held in high esteem, was not totally unepected by those intimately acquainted with him, as Mr. Partridge had been confined to the house for the past month or so, suffering from heart trouble. He had been in delicate health and under the doctor's care for the past few years.

He was born in the state of Massachusetts in the year 1856. When a young boy Mr. Partridge moved with his parents to Roberts, Wisconsin, where his father was an agriculturist and a successful farmer, in what may be termed the pioneer days of the Badger state. He came to Chicago in the year 1875 and worked as a stereotyper for the A. N. Kellogg Newspaper Company and remained with them for twenty-five years, advancing from one position to another until 1900 when he was occupying the postion of superintendent. He then joined J. O. Anderson of the same company and formed the partnership of Partridge and Anderson, which has prospered in its particular line, now being rated as one of the foremost in the community.

Organization work of the proper kind in all lines of endeavor has had no stronger supporter than Charles Sumner Partridge. He has been active in the management of the affairs of the Chicago Electrotypers' Association, serving as president and secretary-treasurer. His services to the craft have been remembered on several occasions by the presentation of testimonial gifts as a mark of the members' appreciation of his efforts on their behalf. He also served a term as president of the International Electrotypers' Association. At the time of his death he also occupied the position of vice-president of the Ben Franklin Mutual Casualty Company.



C. S. Partridge, Deceased

The deceased invented and patented several machines for stereotyping and electrotyping and found time to write and publish two books on electrotyping and stereotyping which are regarded as authoritative on many subjects and technical points. He was a man of good exemplary habits, a firm friend, an honest competitor, and one whose keen intellect and public spiritedness made his opinion sought for on all matters of public welfare as well as in his own trade. He was a good, convincing talker, and his death will leave in the ranks of the organizations to which he belonged a void which it will be difficult to fill.

He is survived by his widow, one daughter, Mrs. Grace P. Woodman, and two sons, Frederick O. Partridge, who lives in Philadelphia, and Lloyd C. Partridge, who is a member of the Partridge & Anderson Co., a sister, Mrs. Oscar Follansbee, of Zillah, Washington.

A Golden Jubilee Edition

IN October, the Northfield (Minn.) News issued a "Golden Jubilee Souvenir Edition, in Commemoration of the Observation of the Fiftieth Annual Rice County Fair and the Fiftieth Anniversary of the Founding of Carleton College."

This was in magazine form, eighty pages 9¼x12½ inches, in covers. A reproduction of the first cover page design is shown herewith.

Northfield is one of Minnesota's most beautiful cities, delightful for situation, happy in her institutions and in the homes of her refined, intelligent, educated, enterprising citizens.

This issue is a credit to the News and worthy of the city and of the excellent institution commemorated. Carleton College is an honor to the North Star State and has proven a wonderful agency for good, in promoting higher education, and a more enlightened Christian citizenry.

The book is handsomely illustrated. Articles from men of State and National reputation and wide observation contain deserved tributes to Northfield's educational, agricultural and other organizations, and express appreciation of the model traits and characteristics of the community.

An editorial introduction states: "This article aims to summarize some of the tangible assests of which the city is proud—its colleges and schools, its agricultural interests, its industries, its attractions as a home city." The aim is fully accomplished in the articles and in the able contributions that follow. It is very pleasing to a publisher who understands the work, cost and care of getting out such an extra edition, to notice the liberal advertising patronage accorded to the publishers by the local mercantile establishments, factories, banks, mills, stock and dairy farms, private schools and other enterprises and businesses, showing a full appreciation on the part of the home advertisers, of the aim had in view, and full faith in the ability of the publishers to accomplish the same and to carry thru the enterprise in a way to serve the best interests of the community.

A city is to be judged as much by the enterprise and public spirit of its business men as by its local press.

In view of the declared objects of the issue, to commemorate the golden anniversaires of the County Fair and of the Carleton College founding, these are naturally given prominent place, tho the worthy St. Olaf's College is given proper notice as are many other institutions and also the agricultural interests that have been promoted by the County Fair.

The editor of this journal has a lively and kindly recollection of the students of Carleton of thirty years ago, by reason of the hearty cheers and enthusiasm "College yell" with which a kindly greeting was given to him on the occasion of giving an address in that city in October, 1886. Enthusiasm and zeal are two things that speak well for any student body, as well as for men and women everywhere.

The reading in this "Golden Jubilee" edition of the News, that "Carleton is now rated by the Bureau of Education at Washington as a college of first rank,—a classification reached by only three other colleges west of the Mississippi," brings a throb of genuine pleasure. Carleton has attained and is worthy by reason of the worthiness of its founders, its first President, Dr. J. W. Strong, who gave his whole heart and thirty years of his life to the building up of the school—as well as to the sterling, sturdy characters posessed by its faculty, its students and the members of the community where the college is so fortunately located.

How the members of the community have contributed to the high standing and success of

Carleton was well told, a quarter of a century ago in a public address by one of the colloge's best friends, in the following words:

"This college has been strong because of the appreciation and interest of the people of this town. From the first it has received a steadfast support right here at home. By the devotion, loyalty and sacrifice of Northfield people the college has been cherished and upheld. In honoring this college you have honored yourselves and I give you my congratulations(that you see this day the rich fruitage of the past. May this attitude toward the college ever be maintained."

When the members of the community find occasion to congratulate themselves on the high character of their schools or of their local newspapers, they have good cause for self-congratuation, for the people make the character of both schools and press, and when they find good cause to criticise either, they should criticise themselves. Good schools and good newspapers help to uplift the whole people and to establish a higher, trues community standard, but all worthy success must, in the end, rest with the people, with their appreciation, sympathy, devotion, loyalty and steadfast support.

When the matters connected with the Rice County Fair and its related clubs and agencies were reached, in the reading of the enlightening pages, the thoughts, of the writer of this too hasty review, were turned back by memory, to efforts made in The Advance and then in The Republican, in and adjoining county, at Red Wing, Minn., from 1873 tn 1890 and in the Goodhue County Farmers' Club and the Red Wing Industrial Association, for the promotion of diversified, scientific, and more intensified farming, and for stock raising and dairy farming. It is gratifying to know that Northfield Community and Rice County have attained to such great things along these lines.

It is a pleasure to read that "For more than a quarter of a century The News has been represented on the staff of officers and board of managers of the Rice County Agricultural Society."

This is the kind of indication of a true spirit and a record of evident, practical helpfulness toward local improvement, of which newspaper men should be proud.

Agriculture is the leading industry of the Northfield community, and, of course, it has furnished one of the fields of greatest usefulness to the home newspaper men. The success reached by the Northfield Community, thru organization, in advanced agriculture, dairy and stock farming, is remarkable, as well as the signal attainments of her educational institutions , but the honor is not only to be given to the people, but to the home press, urging improvement, and encouraging and stimulating progress by telling of every means and agency for progress and of every advance made, leading in all these enterprises, as evidenced by this edition of the News. One feature in this model edition is that the Northfield community is not treated as being confined to the city itself. A map is given showing some fifteen adjoining townships in Rice, Goodhue and Dakota Counties and underneath is printed the title, "A Map of Northfield Community." All townships enjoy alike the same educational, social and industrial advantages and are alike patrons of the home press. They all and each are alike dependent on the prosperity and well-ebing of the city and country alike, and it is good service to all, and wise business for the News to make this appear and to emphasize this fact by including all in the same map over the same general designation.

Herman Roe, Editor Northfield News

Getting people closer together, thru friendship, mutual co-operation, understanding, and helpfulness, should be the work of the press, local and national. A short article by Dan A. Wallace, Editor of The Farmer, St. Paul, gives the keynote or rather the substantial grounds of success at Northfield that may well be considered by all editors. The following statements, that are very complimentary in acknowledgement of the service that the Northfield way has been to the Northwest, ought to be useful in suggestion, as well as an inspiration to all newspaper makers who wisely look to community service as the most effective means of deserving and winning good-will and permanent, rightly earned success:—

> "The Northwest owes a considerable debt to Northfield and its surrounding territory for furnishing a most commendable example of community building. The Northfield Community is rapidly gaining a national reputation as representing the new idea in urban and rural development. One of the most important tasks ahead in this country is to make people understand that by collective effort they can accomplish those greater results in social, economic and industrial conditions that are impossible of accomplishment by the individual. In the abolishment of the artificial line between the town and the country, in the creating of public-spiritedness, in the breeding of whole-hearted enthusiasm for the big things of common interest, the people of the Northfield Community have truly accomplished most gratifying results.
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> "A 'community' has been defined as a place where 'a group of people have become organized to work together in all the things that are of mutual interest.' The towns of this country are organized so that there is some form of civic expression. Generally speaking the country is not thus organized and has no means of expressing the spirit and purpose of rural life. Fortunately, in the Northfield Community both the town and country are organized and harmonized. The community interests thereby become more important than the individual interests either in the town or country.
>
> "In the agricultural world the Northfield Community is famous for its Holstein cows and every Rice County farmer who owns Holsteins must have profited by that reputation. The obvious development in Rice County for the future is to apply the same co-operative idea, worked out so successfully with Holsteins, to all the activities of the community. The community spirit pays big dividends, both in dollars and in satisfaction."

In an address delivered at the Goodhue County Fair at Hader in 1868, the writer urged that the annual fairs be made a sort of educating, agricultural and social affair,—the farmers to come and camp on the grounds, and every article entered should be accompanied by a complete history of the method of production or cultivation. If, for illustration, the exhibit of a farmer was of wheat for a prize, there should be a statement as to the preparation and character of the soil, the time and manner of sowing, the quality of the seed and where obtained, its weight per bushel and the amount of seed used, per acre; in live stock, a statement of the breed and the breeding, the care, and the feeding as to quantity, nature and manner. Then these statements as to the manner and methods should be read and discussed in an entirely free and informal manner before the assembled exhibitors, in a room or tent provided for the purpose. The same plan was to be carried out as to all products or manufactures, including cooked, preserved or canned articles, butter and cheese, as well as of implements and machines of the shops used on the farm. Then there should be addresses on domestic science, farm life and all community, educational, social, transportation, marketing, governmental and all other pertinent subjects, interspersed with music, and songs and other exercises, athletic sports and social occasions—a sort of all around camp meeting for individual farm and community awakening. After nearly fifty years, one of the regrets of life is that this idea was not further carried out, urged and developed. But in looking over this edition of the News, there is great satisfaction in realizing that farmers' clubs and institutes, with the development of teaching farming and domestic science in the schools and agricultural colleges, have taken the place and supplied what was then urged as the work of the agricultural fairs. The fairs have not lost their usefulness but can be made much more of than is the case at present. Six years after the time of that address, the agricultural department of the University of Minnesota had but one student. Law, banking, medicine and business lives, then, were in the lead in the minds of all as the attractive careers for life,—but now farming is coming into its own. The fairs have always furnished inspiring object lessons by showing what could be accomplished, but inspiration without knowledge is of little value. One must know how, as well as will, to do better things There has always been a social side in the meeting of neighbors, in the "good-natured crowds"—to quote from Secretary W. F. Shilling of the Rice County Fair, writing in the News—"jostling against each other in an effort to be the first to affectionately pat the plump pumpkins, marvel at the size of the squash and wish they could take home one of the watermelons, then to gaze upon the cabbages, the onions, the carrots, the tomatoes, the cucumbers, the grains and grasses, prize specimens of corn, the table delicacies proudly exhibited by the women folks, who also have their array of handiwork, while the children of the country have contributed their efforts in school-room and home. These and myriad other exhibits vieing with each other for the blue ribbons await the visitors. Then the band comes and the fun starts all over again; free shows, athletic sports, peanuts, chewing gum and candy. There is nothing like a county fair; it has a thrill all its own and it is an important institution."

A writer in the Minneapolis Tribune, Mr. John A. Arnold, is quoted as follows: "Northfield, Minn., is the center of a cult of community enterprise, of mutual good will and upbuilding. There may be other communities in the state that have developed such a spirit, but the chances are that Northfield was their original inspiration. Northfield showed them how. And Northfield is just such a city to promulgate such helpful ideas."

Mr. John S. Pardee, named as a "Twin City and Duluth Author," writing of "The Community Spirit in Minnesota," in a series of articles that appeared in the St. Paul Dispatch is quoted:—

> All around Northfield, at any rate, the community spirit is developing, among farmers in their clubs and associations and in their schools, between the townsfolk and country people in closer relations on various lines. It is in full bloom in the community picnic when the whole countryside gets together and makes a day of it.
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> * * * *
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> Very properly the picnic is held in W. F. Schilling's grove. It is especially appropriate, because he had a great deal to do with the cow proposition. When Joel P. Heatwole used to own the Northfield News and be a member of Congress as a steady occupation, Schilling was editor of the News. That is how he got the idea—you see the connection, of course—that it would be the grandest thing in the world to live on a farm and breed Holsteins. Not only that, but it would be the grandest thing for the country if all the farmers would concentrate on Holsteins. He preached it in the paper and talked it 'round the country.
>
> His preaching was so effective that he not only went and did it himself, but he brought a number of farmers round to his way of thinking. That is how Northfield came to be the principal Holstein market in this part of the country. Buyers come from all over because here they have their pick of 4,000 cattle, all of one breed.
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> Next on the program A. M. Field came to Northfield some years ago as agricultural instructor in the high school.
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> Nothing would satisfy him but there must be a farmers' club in every school district in the Northfield territory which covers the northern part of Riec County and laps over into Dakota and Goodhue. As far as he got there are twenty thriving farmers' clubs in the territory many of them the result of his activity. Some of them put the social element foremost and some of them lay the emphasis on educational work.
>
> The East Costle Rock Club—that's over the line in Dakota County—really got its start buying a church that had lost its congregation. C. B. Crandall, president of the club, went to see the trustees, found the building could be bought for $300, drew his check for earnest money on the spot, and raised the sum in a week. That church is their club house. They papered it and put in electric lights. They are planning to park the grounds. They have their club meetings and club socials there. They maintain their own Sunday school and they have religious services every week Lutheran or Methodist, they don't care what denomination the preacher is. The old church died out because it was a faction of the community. The new community includes the church.

There is suggestion in every line of all this of value to every newspaper man and a sermon as well. To make the present life happy, clean, useful, free from want and worry, is the kind of gospel for the press and was largely the Gospel of the Great Teacher, Redeemer and Savior. If men are not made in every way better in this life there will not be much hope for them in a higher, holier, future life.

The Cover

Now that we are thru a review, that could be profitably continued, let us turn back to the cover page and read, in its study, with all interest that has been given herewith, the following explanation by the editor who rightly expresses his own satisfaction with the design:—

> Frankly we are just a little proud of our cover page—and particularly proud of the fact that the photographs are all local—there is no mail order house flavor about it, it's all home product.
>
> The group of photographs is built up around the community slogan: "Northfield—the Center of Cows, Colleges and Contentment." A photograph, taken on the Haymarket, of the Holsteins on exhibit at a recent Rice County Fair, appears at the top of the page, local readers recognizing readily the city scale house and the Cannon river in the background.
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> Below the cows, appears photographs of the two buildings at Carleton and St. Olaf which first loom up in the city's sky-line, no matter from what direction one approaches Northfield. Skinner Memorial Chapel, at this writing the most recent acquisition to the group of buildings adorning the Carleton campus, is on the left, while on the right is the sturdy old Main Building at St. Oliaf which dates back to an earlier architectural period.
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> It was not as easy a task as we had anticipated to find a photograph typifying "contentment." After scouring the country for photographs that would carry out the ideas in the editor's mind, but without success, recourse was had to the editor's kodak album and the two snap-shots used were the best to be found that "register" contentment. The group shown includes a number of "neighbors"—good folks in the Northfield Community enjoying a picnic dinner at the Banner Farmer Club's 1916 Fourth of July celebration.
>
> For real contentment, however, the blue ribbon must be awarded to the affectionate pair at the left of the picnic group as they are registering perfect happiness—and we'll 'fess up and admit that they are a part of the editor's contented family. Their appearance on the cover is rather appropriate at that, because without the youngsters bringing "contentment" into the homes of our Northfield Community what occasion would there be for the existence of our cows and colleges?

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TO PRINT PAPER ON A SHINGLE

Washington, Oct. 29.—Representative Albert Johnson, Republican of Washington State, has a constituent who has solved the problem of the high cost of print paper. This man publishes the Castle Rock Advocate and will print his next issue on a shingle.

The publisher discovered that the Underwood law, which put shingles on the free list, so reduced the price by permitting the Canadian shingles to come in that Washington's chief industry has languished and shingles have not kept pace with other Amercian products in enhanced prices.

The Canadian invasion has brought the price of shingles below that of news print paper. The next issue of the Advocate will tell all about it and give an object lesson by appearing on the shingle, and Representative Johnson, himself an editor, has agreed to edit the unique publication.—N. Y. Sun.

"What Makes A Newspaper Great"

A Seventy-fifth Anniversary

ON October 26th, The Brooklyn Daily Eagle celebrated its seventy-fifth anniversary with a generous special issue—notwithstanding the price of paper—and as stated by its admiring and generous contemporary, The Brooklyn Standard-Union, published just across the street: "Of many well-filled pages and an historical supplement, both replete illustrating and exhausting the story of the marvelous development of Brooklyn, all of which the 'Eagle' has seen and a good deal of which it was, is a highwater mark in Brooklyn journalism and a worthy crown to honorable service of three-quarters of a century. Testimonials from presidents, expresidents, cabinet ministers, governors and the highest in the land, witness, too, that this is not mere local exultation and exhibition, but that it is a demonstration of a power which, silent, persistent, continuous, has done much to put Brooklyn on the map and to make it one of the happiest most prosperous and most progressive boroughs of the great city of which it is soon to a greater part."

For more than a quarter of a century we have had occasion to commend the Brooklyn Eagle and to tell of its model methods and commendable features. Fifteen years ago, in a series of articles on leading American newspapers, we conscientiously placed the Brooklyn Eagle in the lead of the model home dailies, doing systematic community service. Others have improved but the Eagle still maintains a leadership. Now it is a pleasure, to quote—in full endorsement of what we have written, instead of writing further ourself as to our views—the expressions of an experienced, able and broadly informed editor of a great, successful, rival daily in the same field, telling, by the way, as to

"What Makes a Paper Great"

In addition to that which we have already given, the Brooklyn Standard Union adds:

The anniversary, over the way, offers another and quite unnecessary opportunity to repeat the answer to the inquiry "What makes a paper great" which is and must always be the same. Character, devotion to principle, to the strict and simple duty which its name implies and explains. The reason for the existence of the newspaper is the news and to get it and publish it and then tell the truth about it is the only and the all-sufficient reason for the being of the newspaper. Asleep at the switch, wandering into bypaths, playing up specialties, departments, syndicates and all the specious and devious vagaries and variants of those who for one reason or another, chiefly their own political or pecuniary profit, infest newspaper offices and sometimes hypnotize managers, all lead more or less directly to the same end a scattering and disintegration of forces, lowering of vitality and sincerity, a sort of general structural weakness and mental and business flabbiness, sure precursor of decay and dissolution. No shoemaker should stick to his last with half the tenacity and singleness of purpose with which the newspaperman keeps out of all entangling alliances, business, political and of every other kind; puts aside ambitions of riches or preferment and settles down to play the game, straight thru, according to the best standards and accepted rules, satisfied with the record expressed in service to the public and appreciation which it brings in its train.

Much misunderstanding and confusion of thought exists, too, about what is called the freedom of the press, and legislators, often in ignorance, oftener in revenge, get even or try to with newspapermen by drastic and onerous libel laws. The fact and the obligation are exactly the other way. A press which is not free, in which the normal and wholesome laws of cause and effect, of truth and error, of confidence and respect and their opposites, could not work freely and unrestrained, would not be worth having, and the best evidence of that is the press of continental Europe, which taken as a whole, either as examples of modern journalism or as influencing and controlling public opinion, and thru it official action, would not last a month in this country. The public, not the newspapers, are inevitably and immeasurably its gainers, by the freedom of the press.

"Age cannot wither nor custom stale"

the respect and sincerity with which The Standard Union salutes its highly-esteemed contemporary and excellent neighbor on its seventy-fifth birthday, and none among its congratulations, from all sorts and conditions of men, from highest in official station to those of the common ranks, whom it guides and serves with equal justice and signal sagacity, will be more cordial and sincere than those which this page tenders.

Quite apart, though, from these expressions of appreciation and good will, which it deserves and desires, are other aspects and considerations which take this interesting and auspicious incident out of its personal and professional setting and suggest and invite broader and more fundamental considerations. Seventy-five years is not a long time in the life of a newspaper, at once most ephemeral and permanent of things made by the hand and mind of man. Semi-centennials are common among Manhattan morning newspapers, the youngest at the comparatively early age of twenty-eight, passed away in a peaceful merger, the other day, and the era in which new dailies might be started, even for temporary political ambition or financial promotions, appears to have passed as finally and completely as the stone age, or that of the settlers who gave title to all Manhattan Island for $24 worth of trader's goods, and, possibly, a little firewater. In other cities are dailies double the three-quarters of a century age, still thriving and prosperous, gaining strength, value and earning power with the years, so that it may almost be regarded as established of newspapers as of nations, as the historian and philosopher well remarked, "none ever died except by suicide."

Modern communities, particularly modern cities, can no more live without their newspapers than without their government, and at the rate experiments are going on with different forms of municipal government, commission, business manager and others, it is a fair inference. That the newspapers are able to regulate themselves and perform their normal functions and legitimate service to the communities to which they are responsible, much more easily and satisfactorily than those which the citizens undertake to select for themselves. Cities are known far and wide by their newspapers, which are rightly judged as the most adequate expression and adequate index of those great qualities which cannot be measured or counted, or set out in official and census reports of public spirit, civic ideals, educational level, moral fibre, and all that goes to make up the potent, indefinable personality which belongs to cities and communities, even more than to individuals. For this invaluable, indefinable service, the newspaper receives and expects nothing, and Brooklyn is exceptionally fortunate among cities that she has never had cause to blush for the manner, fidelity and ability with which her newspapers have defended and advanced her good name and fame.

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Prizes for Newspaper Writers and Students

Chance to Win From $100 to $1,500 From $10,500 Offered in Prizes Pulitzer School of Journalism

In our earliest thoughts as to usefulness of schools of journalism, there came to mind the proper training for the great calling and the development of a professional standard, feeling and esprit de corps; a professional literature and journalistic text books from the lectures and teachings of the text books, but here is method not thought out at that time, 1884, for stimulating to greater efforts, not only the undergraduates but those already launched in professional newspaper work.

A United Press Dispatch under date of November 2nd, bore the following quite full information as to this added plan for urging and inspiring members of the craft to higher attainments, and, at the same time, helping toward better informed and more patriotic citizenry:

Prizes totaling $9,000 and five traveling scholarships, each valued at $1,500, will be awarded at the Columbia University commencement exercises in 1917 for meritorious journalistic work, as provided for under the will of Joseph Pulitzer, founder of the Columbia School of Journalism, announcement has just been made.

Candidates may obtain full information by applying to the secretary of the university. Nominations must be made on forms provided and must be in before February 1, 1917.

Five of the Prizes

Five of the prizes are to be as follows:

1. One thousand dollars for the best and most suggestive paper on the future development of the School of Journalism.
2. A gold medal, valued at $500, for the most disinterested and meritorious public service rendered by any American newspaper during the year.
3. One thousand dollars for the best history of the services rendered to the public by the American press during the preceding year.
4. Five hundred dollars for the best editorial written during the year.
5. One thousand dollars for the best example of reporters' work during the year.

Four other prizes are: One thousand dollars for the best American novel published during the year; $1,000 for an original American play, performed in New York; $2,000 for the best book on the history of the United States, and $1,000 for the best biography of an American teaching patriotic and unselfish service, Washington and Lincoln excluded.

Will Study In Europe

Three of the traveling scholarships will go to the graduates of the School of Journalism to enable them to study European conditions and influences; a fourth to America's most talented student of music, and the fifth to America's most promising art student, to be selected by the National Academy of Design.

* * *

"Flowers for the Living"

Remembrance to Editor On His Eightieth Anniversary

A H. LOWRIE, who has been editor of the Elgin (Illinois) News for thirty-three years, rounded out his eightieth year on Sunday, October 29th. On Saturday afternoon, October 28th, remembering the sweetness of the sentiment in the words "Flowers for the living," his friends presented him, at his office, where he has served so long, faithfully, kindly and acceptably,—with eighty beautiful roses, symbols of love, and gladdening in their richness and brightness of color and sweet in an aroma that is ever cheering, especially when hallowed as emanations from gifts of true and tried friends. Each rose was attached to a card expressing congratulation and bearing the signature of a present or former employe, or a prominent citizen with whom he has been more or less intimately associated in Elgin. Had his years been in equal number to those said to have been lived by Methuselah, it was evident from expressions that there would have been a rose with card and signature of a friend and well wisher for each year. Mr. Lowrie has worked not only thru his paper but by individual, personal effort, for the good of all. To schools, churches, altruistic, industrial, financial and commercial undertaking, he has given a helping hand.

Here is the instructive, encouraging story of his useful life that is full of inspiration for every educator and every young newspaper worker, in a calling that should be, at one and the same time, educative, and helpful to men and women in all the walks of life, promoting good government and the safety, prosperity and well being of community and state:

Born in Berwickshire, Scotland, October 29, 1836, when he was six years old he came to the United States with his parents, who located in Cleveland, Ohio. The father died the next year at the age of 61. The youth, who was one of ten children, graduated from the high school of Cleveland and then studied for three years at the University of Michigan. The late Mark Hanna was one of his schoolmates in Cleveland. His senior year, however, was spent at Adrian College. He became at once a member of the faculty of the college and remained there for two years, when he resigned to become superintendent of the schools of Bellefontaine, Ohio. Three years later he accepted the superintendency of schools at Marion, Ohio. After two years he went back to Adrian College as professor of English literature and political economy. For fifteen years he stayed in this position, at the end of which time he became acting president of the institution, spending two years in that capactity.

An ordained minister of the gospel, he used to preach in small Ohio towns during the period of his early teaching.

From the college presidency he stepped into the senior partnership of the Adrian Times and Expositor and three years later, in 1882, he came to Elgin and bought the Weekly Advocate from the estate of the late S. L. Taylor.

The next year Mr. Lowrie bought The News and consolidated the two papers, both of which have been paying propositions ever since.

W. L. Black was received into partnership in 1886 and the papers grew to be among the leading journals of northern Illinois.

During his lifetime Mr. Lowrie has accumulated many college degrees, some of them from the Michigan institutions and some from the University of Florida, where, as in many other states of the south, he had done much lecturing on literary and economic subjects and a great deal of political speaking.

He has conducted religious services from many of the pulpits of Elgin and has lectured from most of them.

Consul Under Harrison

From 1892 to 1894, under the administration of President Harrison, Mr. Lowrie was United States consul to Freiburg, Germany.

For five years he was treasurer of the National Editorial Association and has acted as its president.

He was instrumental in organizing the Inland Daily Press Association, has been president of this organization and is now one of the four honorary members.

He was married shortly after his graduation from the college at Adrian.

Aside from sturdiness and strength of purpose, a wholesome sense of humor was a part of his Scottish birthright and this sense increased in fineness in direct proportion to the polish that accrued from his many years of study and education.

Active In Editorial Life

That sense of humor still crops out upon occasion and helps to make life more worth the living for all who are associated with him in business or in private life.

Eighty years have not caused his mental activities to lag and he still comes to the office daily, when the weather will at all permit, and still assists in the direction of the affairs of one of Elgin's most successful banks.

His life and work have been founded on sound principles and ideals and the keeping true to these, brought him worthy success. In a "Tribute From the Employes of The News," written by one who knows, and from which we have already quoted the brief story of his life and work, we find the following that contains the key to his signal career of usefulness and success:

He has justified friendships by living up to early conceived and carefully molded ideals of life, of business and of the conduct of a newspaper. Those ideals not only have cemented mere acquaintanceships into lasting friendships, but they have won over many men who would have been enemies of an editor, a man less formidable in his inherent loftiness. He has commanded the respect of them all.

Exception to Rules

In this, as in the whole story of his life, he has been the exception to the rule.

It is a rule that the best employers are those who have worked from the bottom of the ladder up to a commanding position, but Mr. Lowrie came to his position as editor, not through the reportorial department nor thru the mechanical department nor thru the business department. He came to an editorship thru a college course and a college presidency.

Yet there is not a man or a woman who has ever worked for him who has not, when they knew him, accorded him the highest loyalty and respect.

He has always been a scholar. His bent, as a student and as a teacher, lay along the lines of English literature and political economy—knowledge of organized society and of the methods of expressing his thoughts and beliefs in words—the two prime fundamentals of editorial position.

He could not have been an editor without constant and intimate association with all things political, but his relation to these things has always been that of a statesman, rather than that of a politician.

At Birth of Republican Party

He was present at the occasion of the birth of the republican party in 1854 and he has been a republican ever since, taking active part in every campaign since that date. For a quarter of a century he was one of the pillars of the republican party in Kane County and its vicinity.

He has gone to the top of every line of endeavor in which he has engaged.

* * *

"CUBS" AND "SCOOPS" NEW JOURNALISM CLUBS AT UNIVERSITY OF WISCONSIN

The students in the Course of Journalism at the University of Wisconsin have just organized two new press clubs, one consisting of the sixty first-year students in the journalism classes, who call themselves the "Cubs' Club," and the other, composed of sophomores, juniors, seniors and graduate students, christening itself the "Scoops." Both organizations will hold semi-monthly meetings at which they are to be addressed by editors and writers in active service. The two clubs are to combine from time to time in a social meeting to be known as a "Journalism Pi."

The officers of the Cubs' Club are: President, Randall C. Gould, Bozeman, Mont.; vice-president, Miss Doris Berger, Milwaukee, Wis.; secretary-treasurer, Miss Hazel E. Johnson, Superior, Wis. Miss Berger is a daughter of former Congressman Victor Berger, first socialist member of Congress and for many years editor of the socialist daily, the Milwaukee Leader.

"The Scoops" have chosen these officers: President, Paul Kayser, Milwaukee, Wis.; Miss Sarah Spensley, Minneapolis, Minn.; secretary-treasurer, Russell Palmer, Chicago, Ill. Mr. Kayser has been on the staff of the Milwaukee Journal and the Milwaukee Sentinel, and is a member of the Milwaukee Press Club.

Bert W. Hocking a graduate of the Course in Journalism at the University of Wisconsin, the class of 1915, has been appointed editor of the Maywood (Ill.) Press. He has been connected with Citizen Publishing Company, La Grange, Ill., since leaving the university.

Two members of the class of 1916 in the Course in Journalism at the University of Wisconsin, A. Wallace Meyer and Arthur W. Prussing, are in the copy writing department of the J. Walter Thompson Company, Chicago.

Miss Ruth Boyle, of the 1916 journalism class at the University of Wisconsin, has been appointed editor of the household department of Farm and Fireside, Springfield, Ohio.

EDITOR OF COUNTRY PAPER QUESTIONS AS TO ADVERTISING RATES AND COST SYSTEM

George W. Christie Horace W. Cutten
RED LAKE FALLS GAZETTE
"Printing of Quality"

Red Lake Falls, Minn., Oct. 30, 1916.

Mr. B. B. Herbert, Editor,
National Printer-Journalist,
Chicago.

Dear Mr. Herbert:

I heard you lecture five years ago on the possibilities in the country newspaper field when I was a student in Prof. W. G. Bleyer's course in journalism at the University of Wisconsin and I was so greatly impressed with your address that I determined to own a country paper of my own. A six months' experience on daily papers in Milwaukee and Madison, Wis., confirmed my choice of the country field, though it has only been within the past month that I have been a part owner of a paper.

We have the only paper in a county seat town of 2,000 people, one of three papers in the county, both the others being under 500 circulation apiece while we have 1,200. Our subscription price is $1.50 a year and has been so ever since 1883. Our advertising rate is at present on a flat rate basis of 12 cents an inch but we are planning to institute a sliding scale whereby all advertisers who contract to take 1,500 inches of space a year will get the 12-cent rate, and all other advertisers will pay from 15 cents to 20 cents an inch, depending on the frequency of their ads. What do you think of the plan? Are the rates high enough?

We want to start a simple system of cost accounting in our job department but in view of the fact that we employ only one man besides our linotype operator I am uncertain whether any systems are designed for such small shops. If you know of any that isn't too complicated will you kindly tell us how to get started. We believe in doing business at a profit and not for mere love of the work, and we want all the advice we can get.

Just one more matter and I'm through. We received literature today from the Publishers' Protective Association asking for our membership. Is it worth while joining?

Very truly yours,
GEORGE W. CHRISTIE,
Editor.

We are pleased to know that you are so happily situated on a country paper in a still growing section of the North Star State. The country field furnishes advantages for service, for acquaintance, friendships; for growth and, in your work, a variety, which is said to be the spice of life. Change does undoubtedly contribute to health, length of years and an all around development and broadening of mind and sympathies.

We think that you ought to have fifteen cents an inch for regular advertising, twenty cents for those who use your paper as often as once or twice a month and twenty-five cents for transient or single insertions. When you count the cost of paper, composition, proof-reading, correcting, press work, distribution and added overhead expenses, including interest on investment, depreciation in value of material—type, thirty per cent a year; presses, machinery and fixtures at ten per cent a year; bookkeeping, collecting, bad debts, soliciting, advertising, taxes, superintendence, news-gathering, editing and so on, you will find that every available inch of advertising in your paper will cost you a great deal more than is generally believed. Of course you and your partner are each entitled to wages for every hour you put into the business just as much as is your printer and linotype operator.

We do not know what are the wages or the amount of other expenses you have and we are not advising a change in your proposed rates, without the same, after consideration, is found practical, tho you will find that honest business men are willing to pay just prices, including a profit. Ignorance and timidity often prevent getting right prices. Your ad rates are better than very many are getting but all such publishers are working, as a rule, without profit or proper wages to themselves and are eating up their capital invested in material and machinery by wearing the same out without putting aside any savings or sinking fund for upkeep and replacement.

You are right in your plan to start a Cost System which is just as important to a small as to a large office. Knowing costs helps to get proper prices. A cost finding system is a very simple matter, after all that has been said and written in regard thereto. It is only necessary to find what are your regular overhead expenses and then keep a record of every minute of time put on the several pieces of work done. You will soon be able to compute the sold hours in your office. There is always some time in every office that cannot be charged directly to any separate piece of work. Some of the very best offices that keep the most accurate records and have attained the highest efficiency, claim to have been able to reach the remarkable result of selling 90 per cent of the paid hours, seventy per cent is nearer the usual average. To secure the cost of sold hours, it is about right, until you have a definite record of your own, to add one-third of rate you are paying per hour as fixing the wage cost to you of your sold hours. Then, of course, you must have ascertained the amount of your overhead expenses and reduce and add that cost to your sold hours. Many claim that an average overhead cost will about double the actual wage cost. For convenience, in figuring, we will say that you pay a workman forty-five cents an hour, add one-third for non-salable or waste time then double that to cover all overhead expenses and you have the real cost to you of each sold hour, one dollar and tweny cents; that is less than the real cost in most offices, and the cost in a small office, with the proprietors working for regular wages, is very little less than in large offices.

Your old school at Madison has an expert who is helping newspaper and printing offices in Wisconsin and he has devised an excellent system and would, no doubt, be glad to help you. We will forward you the forms used in Standard Cost Finding System of the United Typothetae and Franklin Club of America and you will find the office ready to extend aid at any time.

We have very meager information at hand as to the Publishers' Protective Association. We will investigate and write later. My impression is that you will lose nothing by waiting. This is written with the feeling that there are others among the readers of the National Printer-Journalist to whom these suggestions will be valuable.

We will add that a Cost System, persistently put in use, will prove very valuable in the preventing of the waste of time and in promoting efficiency. In an office where the work was done by the owners of the office, these results, from installing a cost system, were realized to a surprising extent and there followed a very satisfactory increase in profits.

Of course, while we find that we have not so stated, you understand that you are entitled, like all other business men, to profits above cost. You, while publishers and printers, you are producers or manufacturers, and you are merchants as well, selling your advertising space, your papers and printed matter. The whole cost of your paper must be taken into consideration in figuring the advertising space therein. The quality, good-will, or popularity, as well as the quantity of circulation are the things that make the advertising space valuable to advertisers. We will be glad to answer any other inquiries that you may wish to propound. The National Printer-Journalist has, from time to time, printed many facts as to different cost systems and plans of handling the same and will furnish further information in the future.

At the convention of the Minnesota Editorial Association last February, the matter of the cost system for combined newspaper and job offices was very clearly and ably presented. You might connect yourself with the association and attend the conventions. They have a cost committee that have devised and presented a very excellent system. If you will write to the Secretary, Herman Roe, Managing Editor of the News, Northfield, Minn., he will be glad to give you helpful information, and doubtless would be pleased to receive, at the same time, your application for membership in the Association.—The Editor.

* * *

THE ILLINOIS WOMAN'S PRESS ASSOCIATION

"The Writers' Prayer"

The Thirty-second Year Book of the Illinois Woman's Press Association, 1916-1917, has reached this office, thru the apperciated courtesy of Miss Caroline Alden Huling, one of the charter members, and the Association's member of the National Council of the N. E. A. The booklet is very neatly gotten up, printed on white linen paper, in blue and gold, following the Club's colors—"Blue, White and Gold." The Club flower is cardinal Carnation and the motto, "Labor Omnia Vincit." The members live up to the motto and are true, pure and precious in their lives and work.

The Association was organized in May, 1885, immediately following the organization of the National Editorial Association in February of that year and with which it affiliated in 1888. The founders were women celebrated in literary, altruistic and newspaper work. During over thirty years of its organization, it has held regular meetings monthly, besides many special sessions, banquets, receptions and other gatherings.

On page six of the Year Book appears the following: "Writers' Prayer," contributed by the President, Miss Ethel M. Colson:

O God of Love, from Heaven above,
Remember us who strive,
To serve with pen our fellow men,
And keep Thy joy alive.
Help us, we pray, each busy day
To bear Hope's banner high,
And thru turmoil of play and toil
To glimpse Faith's shining sky.

* * *

Our pleased attention has been called, by an article in that excellent journal, The Editor and Publisher of New York, to a plan of rendering valuable service to business men and at the same time securing direct benefit by improving collections. The article is by Thomas Dreier, in his interesting and instructive department, "By the Side of the Road," and tells how the advertising department of the Des Moines, Iowa, Register, thru full and half-page advertisements,—run three times a month—devoted to the value of personal credit has worked a reformation. The plan was first worked out and then submitted to, and adopted by, the Retail Merchants Association. Men who had been careless of their credit have changed front, paid up, and expressed thanks for the benefit received. If all men could be brought to realize the value of prompt payment and be converted from the error of their ways, it would be new cause for devout thanksgiving.

THE EDITOR'S THANKSGIVING SERMON

Topic:—The Desire, Ability, Preparedness and Opportunity for Service as Ground for Thankfulness—For We Are Servants One of the Other

Text:—"And Whosoever of you will be chiefest, shall be servant of all."

Without service, there could be no good things in this life worthy of or commanding thankfulness.

It is an honored, worthy and established custom of this great, free Republic, once in each year, for the President of the United States and the Governors of the several States, to issue proclamations setting apart a day of thanksgiving and prayer for all the bounties of life. These may be counted as gifts of Heaven but they all come and are continued thru the faithful service of fellow man, whether they are for the supplying, the gratification, or preserving of our bodies, keeping us in health and comfort, safety, well-being and freedom, or whether they administer to our mental and spiritual life, growth and pleasure. Service is at the foundation of all human life, of all wordly joys, of all higher aesthatic, spiritual or religious pleasure, growth and blessedness.

Service creates and preserves, and must be placed first in all good government. It is the one great essential thereto. To look to government as a means of gain, and glory instead as an opportunity for full loyal, useful, helpful service, is to subvert all the philosophy or science underlying the organization of human society; to destroy all equity and justice, and corrupt and render futile the only agency intended to protect human rights, to furnish opportunity and afford entire liberty of action.

It is one of the blessings of this era in our Nation that the idea of useful, efficient service is being inculcated and exalted more than at any other time in our history. It is the one ideal put in practice for which the world largely owes its greatest debt to Germany and her model schools—the idea that every man is a part of, and owes a supreme duty to, the whole community in the carrying forward those things on which human existence, security and happiness depend—every man must be fitted for his work and a work for every man—no matter what station one is in—every one is a servant who must freely, promptly, gladly serve and in which service is the source of reward and happiness.

Service may be misdirected but that is naught against the idea of the duty and joy of true service.

He that occupies a position of authority simply serves by superintending and enforcing the laws, rules and principles that lead to the benefit and good of each and all in government and society. If one does not look to such service as the very object, incentive and duty involved in the position occupied, he is a miscreant, and a traitor to himself, his family, community, city, state, or nation.

It is fixed in the very nature of the relations of men to men and of men, to the Great All Father—the benign Creator without whose notice not even the sparrow falleth to the ground—that desire and duty of service should furnish the highest, noblest and most enduring incentive in life. Successfully improved and exercised preparedness and opportunity bring the truest, the highest and most enduring reward and glory.

Service is the foundation of all gratitude, all thankfulness. Its fruitage is unending. The loving Teacher of Nazareth, the Son of God, and man, declared "For even the Son of Man came not to be ministered unto but to minister, and to give his life a ransom for many."

The highest service known among men is to give one's life for another and it has been counted sweet and glorious,—when the demand has required,—to give one's life for a loved one or friend as "It is sweet to die for one's country." The brave men who went down in the Titanic reached the heights of joy in dying for their loved ones.

All that we have as cause of thankfulness we owe to service. In our thankfulness we should remember that noble men who not only planned, toiled, endured, suffered that we might have our opportunity in this free Republic but that many dared even to die that these opportunities under the rule of free government might be preserved. As we have received, it is a privilege and a source of true intelligent thankfulness that we may also serve. It is also a true ground for thankfulness that we may so plan and strive that others may be fully prepared for useful, remunerative, blessed service. This does not imply that there should not be full or proper remuneration. Christ said "The laborer is worthy of his hire." He went even further than that in the parable of the laborers in the vineyard and taught that, the laborers who were prepared and at places of labor, ready, willing and desirous of work and only failed because no one hired them, thru no fault of their own, deserved consideration and reward.

It is a cause of thankfulness that in this free land, in this day, it is coming to be recognized that it is a duty that society owes to men that each shall be prepared for and have an opportunity to work and, in default on the part of employers or society as a whole, those who suffer thru enforced idleness, who are deprived of the greatest source for true thankfulness—the opportunity for useful, remunerative service,—shall yet "receive whatever is right." It is a glorious thing to realize that men are coming not only to realize the glory of the desire, ability, preparedness and opportunity for service one to another, but also recognize the fact that all humanity is, under the great All Father, "One Body in Christ, and every one members one of another," each having an office to perform, which, if neglected, causes the whole body to suffer, but improved, brings good to all with the impulse to thankfulness and the like well doing. As the greatest reason for thankfulness is the desire, preparedness, ability and improved opportunity for service, with all providing results, so it naturally follows that the broader that service the greater the reason for thankfulness. In this regard, newspaper makers are blessed above the members of most other callings by reason of the broadness and multiplied opportunities of service to thousands of individuals at the same time and to all worthy institutions and industries, to the entire communities, city, state and nation. The newspaper makers may be justly thankful that they not only serve directly but help others to opportunities, and to a greater, broader and more efficient service with wider information, higher ideals, better plans, friendly understanding and intelligent co-operation. Let the members of the press be doubly thankful and be worthily inspired to still higher service,—earnest, faithful and inspiring. Let us with thankful hearts, in all charity and pure mindedness, with deepest loyalty to duty, to service, to country, to all mankind, and the Heavenly Father, follow the admonitions of Paul, the great logician, scholar, statesman, philanthropist, and Christian Apostle, in his Epistle to the Romans, Chap. 12, verses 6 to 12, inclusive:—

"Having then gifts differing according to the grace that is given to us, whether prophecy, let us prophesy according to the proportion of faith;

"Or minister, let us wait on our ministering: or he that teacheth, on teaching;

"Or he that exhorteth, on exhortation: he that giveth, let him do it with simplicity; he that ruleth, with diligence; he that showeth mercy, with cheerfulness.

"Let love be without dissimulation. Abhor that which is evil; cleave to that which is good.

"Be kindly affectioned one to another with brotherly love; in honour preferring one another;

"Not slothful in business; fervent in spirit; serving the Lord;

"Rejoicing in hope; patient in tribulation; continuing instant in prayer."

"Prayer is the soul's sincere desire," but is best when put into deeds for the good of others thru intelligent effort. It is a matter for sincere and deep thankfulness, that in the past tweny-five years, a great deal of this practical, working kind of prayer has been put into practice thruout our land. Provision has been made, thru all kinds of professional, industrial, training and trade schools and colleges, as well as thru public schools and the great universities, so that all may enter upon life's work, prepared "according to the grace" or special endowment of nature to enter the service, whether as farmer, engineer, journalist, writer, mechanic, teacher, preacher or other calling for which they are best fitted by nature and most inclined by choice.

There is no longer any reason for anyone to be hampered, or bound down by environment in this country. It has been the boast of this Republic, that, with our liberty, our free press, free schools, the universal intelligence of the people, and the access to good books by the greatest minds of the world, men of humble birth and most unpromising surroundings, like Abraham Lincoln, and scores of others not only in the fields of statesmanship, but of education, finance, commerce, manufacturers, literature, law, medicine, and divinity, have risen to highest attainments. These men have been of unusual force of character, perserverance and industry. They have shown in this land of liberty, where worth and service are honored above all else, the fallacy of the theory that heredity and environment necessarily chain men to the conditions of poverty, non attainment, inferiority, profligancy and vice. On the contrary, they convincingly proved and exalted the fact that a man in a free country, with helpful institutions, may be the architect of his own fortune, provided only he possesses proper health, strength of body, mind and will. Yet many have not risen to the work and attainment for which they were fully equipped by nature, because of the lack of proper opportunity for training and preparedness. The difficulties are now being rapidly overcome, the obstacles are being removed, and soon no one will have an excuse, nor lack of opportunity, for thoro preparedness to render signal and successful service in the calling to which his ability, his tastes and inclinations may lead him. Herein is occasion for broadest national gratification and thanksgiving, as is also that practical, higher appreciation of service, that has resulted in the providing not only for the education and training of workers, but for their protection in their callings,—guarding them from accidents and sickness, providing them with the best facilities and pleasant sanitary surroundings, taking intelligent care of them when suffering from injuries or disease, providing for the physical wants, and the proper comfort, education, social moral, and religious well-being of their families, securing to them needed recreations and pleasures. Personal responsibility is recognized, honored and enforced, more fully today than ever before, at least, since the increasing diversity of labors has called workers from being members of families on the farms in the rural districts, to being separate, individual entities in printing offices, factories, merchandising emporiums and the railroad and telegraph service.

For all of these things which are a part of, and inseparable from, the multiplied avenues of human activities, we all should be most truly thankful because of our love of our country and regard for humanity of which we are each a part.

⁂

"Break, Break, Break at the foot of thy crags, O Sea;
But the tender grace of a day that is dead
Will never come back to me!"

Tennyson

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE PRACTICAL TYPOMETRE—Determines the size and style of body type for any Advertising, Job, Book or Catalog. HERE'S YOUR TIME-SAVER—if you have to do with printing. The TYPOMETRE is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00. NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5, Serial No. 14243; 3 magazines and motor. Cantwell Printing Co., Madison, Wis.

LINOTYPE—Model No. 5 Serial No. 10412; magazine, matrices, etc. Con. P. Curran Ptg. Co., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charlestown, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680; magazine, matrices, space bands, liners and blades. Winston Printing Co., Winston-Salem, N. C.

FOR SALE—Rebuilt guaranteed Folding Machines. Brown 36x49; Brown 25x38; Brown 32x44; Chambers 25x38; Eclipse 32x44; Dexter 32x44; Dexter 38x50; Dexter 26x40. C. F. Anderson & Co., 710 S. Clark St., Chicago.

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FOR SALE—WE HAVE GOOD BARGAINS in rebuilt guaranteed Rotary and Flat Bed Newspaper Presses; Jobbers; Stitchers; Folders; Paper Cutters and special machinery. Send for poster price list. Tell us your present and future needs. WANNER MCHY. CO., A. F. Wanner, Prop., 703 S. Dearborn St., Chicago.

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THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

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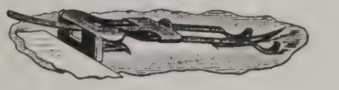

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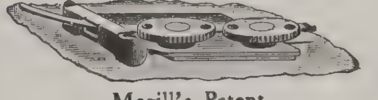

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THE AMERICAN PRINTER

ISSUED SEMI-MONTHLY

A News, Technical and Business Journal of the Printing, Publishing and Related Businesses

The Oswald Publishing Company, John Clyde Oswald, President, has purchased The Printing Trade News, of New York, and the Master Printer, of Philadelphia and has merged these two publications with THE AMERICAN PRINTER, which will hereafter be issued twice a month.

THE AMERICAN PRINTER will be a news, technical and business journal for executives—the employer, the superintendent, the foreman and workman whose vision extends to executive positions and print-shop ownership. It will review the entire field, including the latest ideas in general advertising, and will give especial attention to good typography. Good printing of all kinds will receive consideration and by means of inserts actual examples will be presented.

Editorially, THE AMERICAN PRINTER will continue its policy of having its text pages interesting and human. "Better" is its shibboleth—better printing, better prices, better business methods, better working conditions, better employers, better workmen, better apprentices!

In brief, THE AMERICAN PRINTER will be better than ever.

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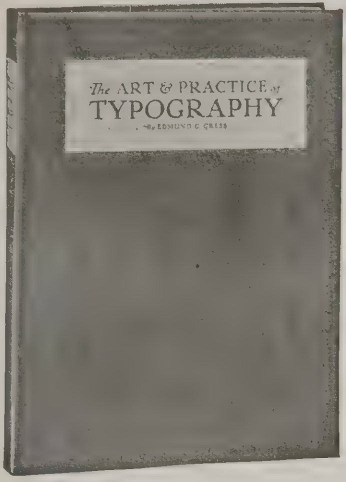

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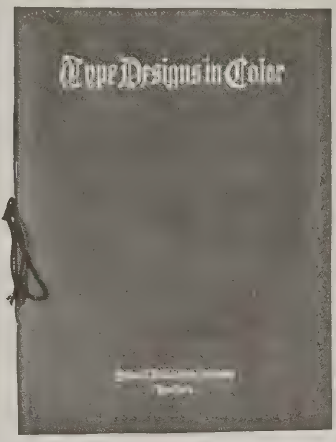

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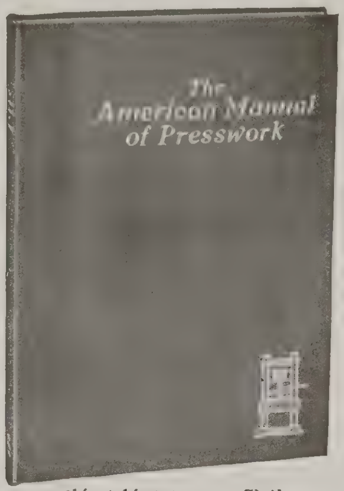

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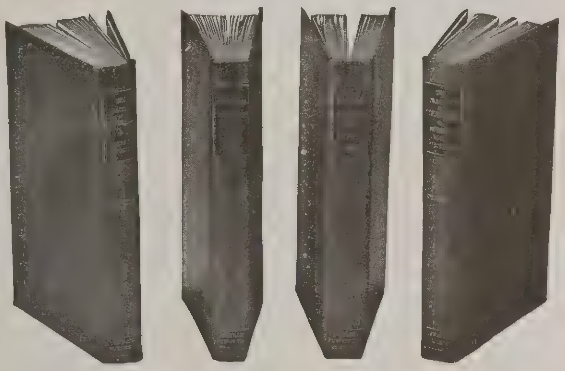

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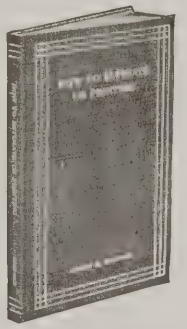

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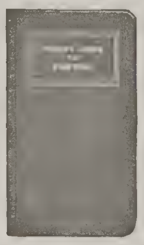

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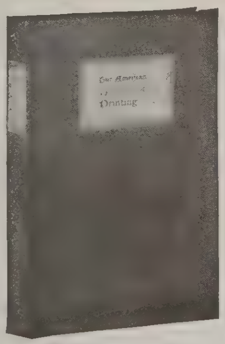

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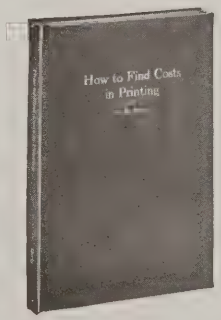

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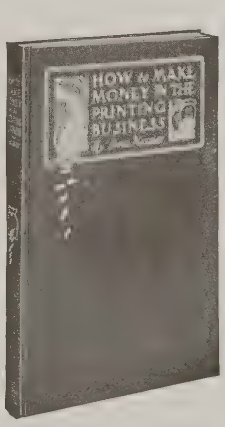

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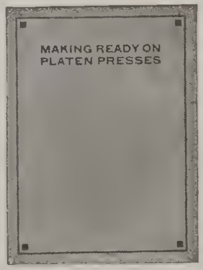

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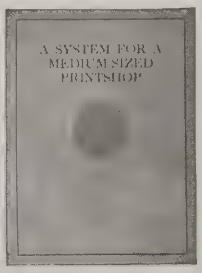

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The chapters take up, successively, news gathering, news values, newspaper terms, the form for a newspaper story, the simple news story, the feature news story, faults in news stories, the rewrite story, reports of speeches, interviews, court reporting, society news, obituaries, sporting news, human interest stories and dramatic reporting. At the end there is a style book compiled from the style books of many newspapers.

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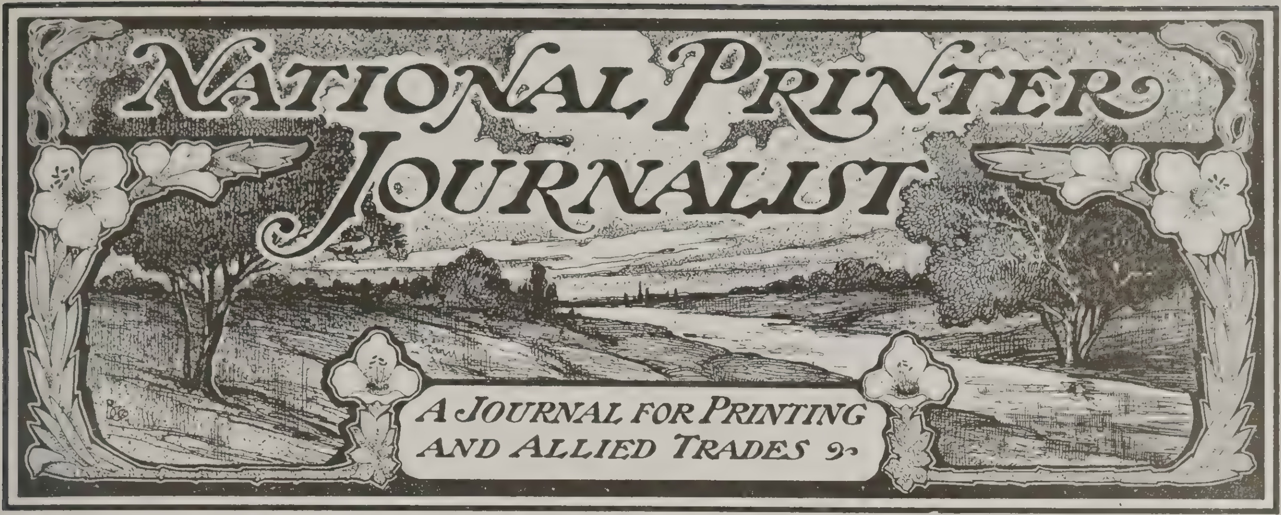

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

VOLUME THIRTY-FOUR CHICAGO, DECEMBER, 1916 NUMBER TWELVE

An Instructive Example of Newspaper Methods, Service and Success

"I have given you an example."—John 13:15.

FREQUENTLY we have had occasion to call attention to the fortunate fact for newspaper makers, that each worker in journalism may have in his own study, sanctum, or office, every day or week, the very best and last products of the ablest members of the calling, for inspiration and example, and as a teacher, companion and guide. The members of no other calling are so fortunate in this regard. It is certainly unwise for any newspaper man to neglect this exceptional means for development. There is no teaching so valuable as that coming thru worthy example. In the Brooklyn Eagle's "Pictorial History of Brooklyn" in which the paper has held so important a part for seventy-five years, the editor, Arthur M. Howe, gave such an enlightening statement of the methods and principles by which that model newspaper "singularly fruitful of achievement in the interest of the community it serves" has attained and maintains thru all these years, its wonderful leadership and success, that we feel that we can perform no more valuable service to the readers of the National Printer-Journalist than by presenting the following extracts, that contain sufficient as to the best modern ideals and methods to make very much for the betterment of any newspaper, if studied, adopted, and follows:

Newspaper Not Merely Commercial—Must Identify Itself with Community Measures

No newspaper management denies or minimizes the commercial aspect of its enterprise; but all intelligent managers of newspapers are aware that mere commercialism cannot make a permanently successful journal. A newspaper to survive and prosper as The Eagle has for seventy-five years must identify itself with movements and with men commanding the confidence of the community. It is sometimes the duty of a newspaper to initiate and lead such movements. It is sometimes its privilege to discover and support such men. These things The Eagle has done, making its policies and purposes those that appeal to the highest class of citizenship, and securing in turn from that class a moral support upon which rests a material prosperity uninterrupted from the day of its birth to that of its Diamond Jubilee.

Growth of Newspapers and Communities in Common

Newspapers and communities grow side by side. They are in the truest sense interdependent. The newspaper advertises the community. The community sustains, stimulates and strengthens the newspaper. The growth of Brooklyn, from a little city of 34,000 people to a vast community of 2,000,000, is reflected in the growth of The Eagle from the narrow dimensions of a local and provincial publication to those of a metropolitan and national newspaper. When The Eagle was born, making its home in a small building near Fulton Ferry, the limitations of local enterprise were typified by the little hand-press from which the paper was produced. As the hand-press has passed into obsolescence, its place now being occupied by the electrically driven giants that print 400 Eagles a minute, so the insignificant Brooklyn of 1841 has given way to a Brooklyn containing more people than any one of twenty-eight several States in this Union.

Newspaper Independence

The Eagle is primarily an independent newspaper, not a party organ, and it always holds in reserve the invaluable privilege of an independent newspaper to criticise all parties alike in the public interest. The exercise of that privilege has occasionally cost The Eagle some friends; but it feels that their loss has been more than compensated for by the making of other friends in a constantly enlarging public among which the old Brooklyn spirit of independent thought and action has survived and expanded. In the exercise of this privilege and in this old Brooklyn spirit The Eagle has led the way in many movements that have had for their object the

Bettering of Civic Conditions in Brooklyn

We do not mean by this that The Eagle has confined its public service to Brooklyn alone. It has given an ample and adequate share of its time and space to the treatment of issues that have been of state and national and international importance, which is only another way of saying that it has printed all the news and commented upon it; but it has always put Broklyn first in its consideration; always kept in mind that its function was primarily to serve the needs of Brooklyn even beyond the routine obligation of printing news and comment. Recognizing this characteristic, Brooklyn people and Brooklyn organizations have turned to The Eagle in innumerable instances for help and leadership, and we do not think they have been often disappointed in the results attained.

It would be impracticable to enumerate the many causes in which The Eagle has given service of peculiar value to the people of Brooklyn, of Kings County and of Long Island during the last seventy-five years; but the memory of this generation will recall what it did to arouse public sentiment against those who, under John Y. McCane, employed both fraud and force in the election of 1893—a service which was so signally successful and of such pronounced value that it was impressively recognized at a public dinner given to the editor of The Eagle, the late St. Clair McKelway. That was an instance of its service to clean politics and to clean citizenship. Its campaign to secure the widening of Livingston street; its persistent efforts in behalf of improved transit; the part it has played in advocating the architectural beautification of Brooklyn; its contributions to the educational and esthetic side of Brooklyn life in stimulating the erection of the new Academy of Music, and the work accomplished thru its readers in assembling and housing the first comprehensive zoological collection ever established in Brooklyn are other examples of public service which it has been privileged to perform.

Community Service, Civic Reforms and City Improvements

Nor has The Eagle confined itself to activities such as those referred to above which find expressions thru its editorial and news columns. It has employed its facilities to bring Brooklyn people into closer touch not only with one another, but with the rest of the world. Its bureaus of information and of travel have been for many years at the disposal of a growing public. which has been served without charge. Thru these agencies it has not only made easier the travel of independent tourists from Brooklyn, but it has organized travel on an elaborate scale for the comfort of large parties whose members preferred the luxuries of special trains prepared itineraries and skilled guidance. It has encouraged almost every form of athletics thru the gift of trophies. It has helped education thru its free lectures on current events and its school contests, and it has recognized, in a manner unique in this city, at least, the right of juvenile readers to a daily department and a weekly periodical all their own.

The Eagle has been accused of being a class newspaper. A class newspaper it is not. A newspaper of class it claims to be. The distinction between the two designations is real, vital and ought to be apparent. The Eagle serves no class except the constituency of readers it has created, a constituency in which are represented all grades of society as well as many men and women who are in a state of chronic disagreement with views which The Eagle feels called upon to express. The Brooklyn Daily Eagle and the New York Evening Post are the only remaining newspapers in this city which still command a price three times that charged by their individual contemporaries. The Eagle is able to maintain this price, able to retain a class of highly intelligent and prosperous readers, because it provides a kind of journalism which such a class needs and demands.

Quality of Circulation

Quality of Circulation is better testimony to the worth of a newspaper than quantity of circulation. The volume and character of Eagle advertising pay an unmistakable tribute to the quality of Eagle circulation. Were it not that The Eagle thruout its seventy-five years of existence has steadily strengthened its hold upon the families and homes of Brooklyn, assuring a reading constituency of the highest class, and one far in excess of the number of copies actually sold, its appeal to advertisers would not be nearly so convincing as it is today. Of all judges of circulation values the advertiser is the shrewdest. He has to be the shrewdest because progress in his vocation depends upon his choice of mediums thru which his wares, whether real estate, dry goods, stocks, bonds, or what not, are presented to the public. His estimate of a newspaper clientele is therefore founded solely upon his self-interest. It is not the product of prejudice or of friendship. At the bottom of it is a cool, careful calculation of what the newspaper is likely to accomplish for his purposes thru bringing him into touch with the most desirable class in the community, the class which has money to purchase what he seeks to sell.

The community makes the newspaper and can unmake it and sometimes does unmake it as was the case with at least one large daily in the middle west which outraged a not over-sensitive community by the character of the news it exploited and was mercifully allowed to die by its disgusted readers. Newspapers that exercise either a formative or a guiding influence upon public thought do so not because of any superior wisdom on the part of those who make them, but because they give expression to the needs and aspirations of those for whom they are printed. That is only another way of saying that they find out what their readers really want and give it to them. It is in this pursuit of discovering and meeting the desires of the readers that newspapers split into two great groups; one containing those that habitually sensationalize in news and comment, even manufacturing sensation where none actually exists; the other comprising the conservative journals that find sensation only where sensation is, and that appeal to people whose preference in reading is dictated by their intelligence and not by their emotions.

The most satisfying retrospect in which The Eagle indulges on this anniversary is that its record vindicates its claim to membership in the latter class, that its service to the community as a purveyor of news and comment has been molded on lines of conservatism and sanity. After all, the finest thing that a newspaper can do in the line of public service is to respect as a paramount duty its obligation to get all the news, and to print all the news without bias, without exaggeration and with an honest desire to keep its readers informed to the best of its ability. In carrying out this purpose and in supplementing it by an independent editorial policy The Eagle has welcomed the criticism of those who differ from it and object to its methods, because it believes that the strength of an independent newspaper is indicated by the antagonism it arouses quite as much as by the friendships it forms. It believes that in cultivating and encouraging this spirit of criticism it brings itself into the closest possible contact with all shades of opinion, and that such a contact is not only invaluable but indispensable to its success.

A cynical executive in a newspaper office said that his motto was conservative yellowism. The phrase was a contradiction in terms as well as descriptive of an impracticable policy. Progressive conservatism is a better motto for the modern newspaper which shapes its appeal to people who think while they read. It is possible to be progressive and conservative at the same time, possible to accept and put into effect new ideas while retaining those that have stood the test of time and which experience has shown to be permanently valuable. To be hospitable to the new and also retentive of that which is at once old and of established worth has been and still is The Eagle's line of conduct. It is reflected in the evolution of the paper from a small beginning to its present dimensions, it is emphasized by the fact that thruout its seventy-five years The Eagle has been under the control of but two executives—Isaac Van Anden, the founder, and his nephew, Colonel William Hester, who entered the service of The Eagle in April, 1852, and who for forty-one years has occupied the presidency of the corporation. To his courage, wisdom, sense of justice and appreciation of what makes for the interest of the public The Eagle owes much of its success and influence. There has been no enterprise of The Eagle which he has not first weighed and then sanctioned; no progress over which he has not exercised a substantial control; no peculiar success for which his judgment, penetration and discretion have not been in a very large degree responsible. His unvarying practice has been to retain in The Eagle service all employees who have proved their worth and so to build up within the business of newspaper making a system of civil service and a family atmosphere which have been an inspiration and a stimulant to all workers. He has always given to his comrades on The Eagle a full measure of appreciation for good service. "It has been my good fortune," he recently said, "to surround myself with men of character, force and ability, and to their loyalty and efficiency The Eagle is greatly indebted."

On this anniversary The Eagle would look forward as well as backward. It is pleasant to review what has been done and to note those achievements that may be rated as of permanent value to the public and to the newspaper which serves it. But no newspaper with the vitality of The Eagle lives on its past. The men who make The Eagle today are not unmindful of the traditions left by their predecessors, but they are not overawed by those traditions, nor do they regard them as necessarily binding upon the future. They feel that The Eagle as a Brooklyn institution can and must adapt itself to the changes of the future precisely as it has adapted itself to changes in the past. The few whose memories can traverse the period, or most of the period, covered by The Eagle's growth know how phenomenal has been the rate of Brooklyn's advance. None of us, surveying that advance, would undertake to predict what the Brooklyn of the next generation will have become in respect of population and material prosperity when The Eagle celebrates the hundredth anniversary of its birth. But most of us are so imbued with faith in Brooklyn, so confident of its future, that we believe it will attain to a development in which the mere size of its population and the volume of its wealth will be of secondary importance. Brooklyn aims to be something more than big, something better than rich. Within the last few years its leading citizens have awakened and awakened others to the need for an orderly, intelligent and regulated system of architectural growth. They have recognized, as all other observant Brooklynites have done, that Brooklyn has grown up without that intelligent system, that comprehensive planning, which have beautified so many European towns and cities, and which have been so rarely applied in this country to municipal construction. They have pointed out an evil. They have indicated the remedy. It remains for the Brooklynites of today and tomorrow to see that the remedy is effectively used. We should have a Brooklyn that is not only architecturally far in advance of the Brooklyn of today, but we should have a Brooklyn in which all the elements that make for the refining of life shall obtain their full flower and fruitage. That Brooklyn will grow immeasurably in size we know. The duty of ourselves and those who come after us is to see that the growth is along those lines to which The Eagle has lent is support in the past and to which it will lend its support in the future.

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"SUGGESTIONS TO LINOTYPE MACHINISTS"

Thousands of linotype machinists and operators will be glad to learn that "Suggestions to Linotype Machinists," which is a complete handbook on the care and maintenance of the linotype, has been revised and is now being mailed. While most operators and machinists may already be familiar with much of the information contained in this handy little book, still it is a good thing to have a copy on hand for reference purposes.

SUGGESTIONS
TO LINOTYPE
MACHINISTS

Price 25 Cents
Mergenthaler Linotype Co.
New York

A great deal of care and attention has evidently been given to the preparation of the revised edition, and those who work with or in any way interested in the linotype will certainly be repaid for the little time it would take to read it carefully. Besides covering about five hundred and fifty subjects from "Accents" to "Wood Furnaces," there are also some very interesting tables, such as "Comparative Weights of Linotype Slugs," "Newspaper and Book Measurements," "Table of Type Measurements," etc., which are always valuable and useful. In view of the demand for copies of this booklet which has existed in the past, it might be advisable for readers of the National Pinter-Journalist to get their applications in early before the edition is exhausted.

Copies may be had by addressing the Mergenthaler Linotype Company, Tribune Building, New York, or any linotype agency.

Newspaper Circulation

THE circulation of a newspaper is ever a live and profitable subject for study and consideration in every department of the work of newspaper making and publishing. Mr. M. W. Florer, Circulation Manager of the Dallas, Texas, News, well said in a recent address before the students of the School of Journalism of the University of Texas, that "A newspaper's circulation is similar to that of the human body." Like that of the blood in the body, the circulation of the newspaper should be strong, pure and sufficient to reach every portion of the community with life supplying material and with a force to carry off cloying waste, all clogging, deteriorating or poisonous material. In expanding upon this important topic, Mr. Florer, with his ripe experience upon one of the most successful newspapers of this Republic declared:

If the blood is healthy and circulation good, all should be well with the body, and thus it is with a newspaper, but, as with the body, if your circulation is poor or improperly proportioned, your business enterprise is likely to find itself blemished with bumps and eruptions. Mere circulation no more makes a newspaper than mere blood makes a man. The longer you study and combat the never-ending problems of the newspaper office, the more thoroly you will understand the interdependence of the various departments of the business. No branch of the newspaper business could exist or have any reason for existing if it were not for all the other branches of the same business.

All this is said as leading up to the organization of the circulation department or the circulation work in the event an entire department is not to be devoted to circulation. A great many people engaged in the publishing business feel, or their attitude indicates that they feel, that the only thing necessary to be done is to put something on the market. They seem to say (in a whine): "What's the use of putting in any time trying to sell the paper? What I want to do is to get something to put in the paper for people to read and get some advertising contracts in order to make enough money to pay the bills. If I put out the paper, the people will read it all right." That fellow, with all in his class, is wrong in three different ways: There is no need of wasting good time getting up first-class reading matter for your paper unless you secure subscribers to read it; there is no use trying to get a business man to advertise in your paper unless you are prepared to show him that enough people will read it to justify his using space: there is no use believing people will read the paper simply because it is published, for, if that is your idea, not many people will know it is being printed at all. Whatever is worth doing is worth doing right. and there is nothing under the sun to which this can be more aptly applied than newspaper circulation work, and it applies with equal force to any sort of paper you may be publishing.

You can make the organization of your circulation department (and bear in mind I am going to call it a circulation department even tho it is looked after by the managing editor) as simple or as elaborate as you please, the effectiveness of the organization depending largely upon the manner in which it is conducted and the character of the problems with which it has to deal. From a business standpoint it is not difficult to make the organization so elaborate as to render it entirely unprofitable, for it must be borne in mind that the margin on which you conduct the sales department of your paper is so narrow that at least two of your circulation wheels are in mid-air more than half the time. The best organization is the one which accomplishes the desired result at the least expense.

Roughly speaking your organization will be divided into two major parts—the selling part and the serving part. One division will look after selling the papers and the other will look after getting the papers to the purchasers. Now I say these things with a full knowledge of the fact that in many instances necessity requires that the sales department and the service department be combined under one head. In such cases it is essential that the head of the two departments recognize and fully appreciate the dual nature of his work and not try to operate the work as tho selling and serving were the same thing. The influence of the one on the other is great, but each requires a separate treatment to be handled successfully.

Now the selling part of the department must have sufficient men and books and system to keep going. The number of men necessary is entirely dependent upon the scope of your paper. If your paper is intended for reading only in the town in which it is published, then you need only to keep the town well worked; if it is intended for yuor entire county, then you will need some one to look after your interests at every postoffice in the county; if the paper is intended for your entire section of the state, it will be necessary to look to county seats and all large places in the section, and contemplate the advisability of traveling agents to look after the smaller towns. The size of your selling force may be said to conform to the breadth of your appeal as a newspaper. Then you must keep books on what you have sold. Don't try, as many, many publishers do, to keep your circulation accounts in your head. In the smallest hamlet of this state, the most humble merchant would be considered a freak and a mighty poor business man if he did not keep some sort of books on his business; yet, I have known of publishers in good sized towns doing a good business. who never so much as put a pencil to paper in an effort to keep their circulation accounts straight. This is very, very poor business and is one of the best methods I know, by which you can lose hundreds of dollars a year. Therefore, be sure to keep books showing what you sold, the quantity, what it amounts to, to whom you sold and whether he has paid you. Do these things and do them carefully and consistently and your circulation will not prove to be that great financial loss it is popularly supposed to be. When a man owes you his subscription or for papers he has ordered from you, don't hesitate to ask him to pay his bill, unless you are ashamed of the paper you are selling him and the price you are asking for it. Make your paper worth what you ask for it and then insist on being paid.

The service branch of the department consists of those who get the papers to the mail subscribers and those who deliver them to the subscribers in the town of publication. This requires two distinct departments (and let me repeat that altho the same man or men may do all the various things I have outlined, the work should nevertheless be kept separate in thought and practice, and should never be confused nor confounded if it is hoped to do either properly, because they constitute two different pieces of work, whether the same man does both or whether they fall to different men. Your service department must know to whom it is going to send the papers, and it is essential for the mailing division to know who each subscriber and agent is, and the address of each. Whether it is entirely necessary to know who your town subscribers are, is a mooted question, and the correct solution depends largely on the carrier system that you have established. I will not go farther into the matter at this time than to say it is customary even with the great majority of metropolitan papers to know who the subscribers in the city are, the other method being a newer one, which has not yet been generally adopted. * * *

Some of the Problems and Methods of Handling City Circulation

Except in rare instances, a publication will have a much larger percentage of its circulation in the town where it is published than in any other one locality. The reasons for this are so patent that they need no discussion and the exceptions come under the head of class publications or trade papers very largely.

There are two very important things to keep in the foreground when you are considering city circulation; one is to get the paper to the subscriber, and the other is to get it to him right now. People will pardon the late delivery of an article they have ordered, they will forgive the milkman if he fails to show up occasionally, they even permit breakfast or supper to be a little late without chafing; but they want a paper at the earliest moment possible to get it to them, and they want every issue of it, without any failures. If they do not get it just this way, they are going to be heard from.

As an illustration of this I will tell you that it is not infrequent in our business for a subscriber to want the entire manner of delivering a route changed so that he will get his paper at an earlier hour. Of course, you will say that the most practical answer to give such a person is that someone has to be first and someone has to be last on every route, but we have found that is a bad answer, because that party who is complaining, if he happens to be one of the last, as is usually the case, will always want to quote in his own behalf that part of the Scripture which says, "The last shall be first and the first last." When dealing with such people, it is the best policy to be reasonable as you can, make every concession it is possible to make and yet allow yourself to be talked into nothing that will not be beneficial to the largest number of subscribers. In other words, you cannot make a special effort to get one subscriber his paper at a particular time if doing so will make a dozen others get their papers much later.

The city circulation scheme is within the general circulation department, but it is one of those subdivisions I have spoken of and is itself highly organized. The work of the city circulation department will, for the most part, come under four general divisions:

Supervising, Soliciting, Delivery, and Collecting

Of course, it is true of this department, as it is of the general department, that one man may do all the work, but it is also true that the work this man will have to do is clearly divided and ought not to be confused. For instance, we may lay down the general rule (I believe I am encroaching on the precincts of the Perigrinus lecturer when I use that language) but we may lay down the general rule that if a man or boy is delivering the papers, he had better not stop to try to make collections, for it is one thing to give a man his paper and quite another to get him to give you some money. It is as painful for some men to have their money taken from them for a newspaper as it is to have their teeth taken from them for aching and sometimes it takes as long for them to make up their minds. In the meantime your other patrons would be waiting for their papers.

The work of supervising may be dismissed with a word. The one charged with the supervision must see that the work is co-ordinated, that it is accomplished in the quickest and most effective manner and with the least expense consistent with effectiveness. The supervisor should be one who thoroly appreciates the importance of circulation work and one who will study every day the problems of his particular field; and, above all, he must have clearly in mind two things: first, circulation matters cannot wait any more than editorial matters can wait; and, second, "contentment should reign only in the home, never in business." There is no such thing as being satisfied with your circulation.

Your carrier or delivery system may be considered from two standpoints when you are contemplating the extent of it. Naturally the primary object is to get your paper to the subscriber as soon after it is published as possible, but you have to be guided by the revenue you are deriving from subscriptions. It would be impossible for one boy to handle all your subscribers, if your circulation is extensive. Therefore, in determining the number of carriers you will use, you can view your circulation from the standpoint of either number or territory. If your field is large, you will more than likely find it convenient and profitable to view it from both standpoints. To illustrate, you may decide to have a boy for every one hundred papers or every two hundred, or whatever number you decide on, and have him carry that number regardless of the territory he covers; or you may divide your town into several districts and have a boy for each district regardless of the number of papers he carries. You will find it better to divide your circulation according to numbers where it is congested and according to territory where it is scattered, combining these methods. The consideration that should determine your course in either event is speedy service at the least cost. This is another of the problems that will continually puzzle the man who is supervising, for, if an entire year passes without some change in your routes, then it is certain that either the supervisor is dead, the paper dead, or the town is dead, and which ever is the corpse, it is up to you to put some life into it or move away.

Collecting a Most Important Thing

No circulation department ought to be content to allow itself to be supported by some other department as long as the price asked for the paper is sufficiently high to allow the department to pay its own way. Collecting for a newspaper is no easier—perhaps some harder—than collecting for anything else. You will be continually harassed by people who move away and never tell you anything about it, leaving you to find it out when you go to present the bill; by people who claim you are trying to collect for the same month twice; by people who contest the bill because they say they did not get the paper, altho they did not complain during the month; and by that class of people which naturally is opposed to paying an account whether it is for a newspaper or something else. Hence it behooves you to try to make as near a "clean-up" on your bills every month as possible, if you collect by the month, so as to avoid misunderstandings and losses. If a person receives your paper you should insist on getting pay for it, or stop the paper. Newspaper men must get the idea in circulation work that they are selling at a profit.

Soliciting

The manner of soliciting approaches in importance that of collecting. Ordinarily it would be supposed that once you had your paper established, there would be a continuous healthy growth in circulation without any particular effort on your part. This is erroneous and a newspaper , from a circulation standpoint, will succumb to stagnation just as readily as any other business. I would like to impress that publishing a newspaper is a business and should be subjected to all the good business rules to which any other great manufacturing concern is subjected. The old idea that a newspaper is an editor's plaything, out of which neither he nor anyone else expects a profit, is fortunately fast dying out in this part of the world. Do not go into the newspaper game for play, for the work is as serious as any other and keeps you under a more constant strain than nearly any other business. All of this , however, is aside from the subject of soliciting.

Constant soliciting is necessary on account of continual shifts and changes in your subscription list. It has been estimated by men competent in circulation matters that the entire personel of the newspaper's readers undergoes a complete change every ten years. This is not entirely accurate, because of course you know of many people who have been reading the same paper for fifteen or twenty or even a greater number of years. However, if you will take the list of subscribers today and compare it with the list of subscribers which that same newspaper had at that place ten years ago, you will find a most startling change and it is likely that very few of the names that appeared on the list ten years ago will appear on the list today. Nothing better illustrates the constant shifts in population than the changes in a newspaper's subscribers.

It is not sufficient to believe that because you are publishing a good paper, people are going to buy it. There are some who do not know how good your paper really is. There are others who do know its good qualities, but because of some other influence are taking the publication of a rival. And there are still others who were once subscribers for your paper, but who, for some cause, real or fancied, have become disgruntled and stopped it. One who does not know how good your paper is, needs to be taught. One who does know but is not a subscriber needs to be shown his mistake and induced to subscribe. One who is disgruntled needs to be conciliated, and it is necessary for someone to be out of the office constantly seeking to get as subscribers those who may be concidered legitimate prospects; and you may take it as a rule for guidance the every individual who is not a subscriber to your paper is in a sense a prospect.

Soliciting may be over done more easily, perhaps, than underdone. A great desire to build up circulation is not a very far step from increasing your soliciting expense up to a point where the subscribers that you get are not worth to you the money you paid for them. In this, as in all other phases of circulation work, you have to be guided by the principle of getting the greatest results at the least expense. It is a pretty good idea to establish a maximum price that you are willing to pay for new subscribers and then reduce your soliciting expense the moment your new subscribers begin to cost more.

Use of Sample Copies

The use of sample copies in soliciting is both good and bad, but, like every other feature of soliciting, may be overdone. It is overdone whenever you use samples in any manner which would not constitute a legitimate charge against your advertising expense. If you are starting a new paper, you will have to get people acquainted with it, not only as a paper, but also with its style, quality, quantity of its news, its special features and its make-up. If a person moves into your field, you may consider so far as he is concerned, your publication is a new paper, because the chances are, it is new to him, no matter how long you may have been publishing it. If there is a person in your field who reads only a trade paper, a class publication, or a weekly publication, and you happen to be publishing a daily or a semi-weekly paper, you will want to acquaint him with the advantages of reading a general newspaper more frequently published than the one he has been reading. Or, if there is some one in your field who does not read any newspaper at all, you will want to create in him the newspaper reading habit and teach him the pleasure of keeping in touch with the happenings of the world. In all of these cases the reasonable use of sample copies is legitimate.

However, when samples are employed in a haphazard, hit or miss, catch-all fashion, or when they are employed solely for the purpose of inflating a circulation statement, they become a very great expense and represent an expenditure which can in no sense be justified by the results obtained. There are some newspapers in Texas that do use sample copies in this manner, but how they keep above water, using them as constantly as they do, may be regarded as another one of the world's mysteries.

There is a very great deal of city circulation work that I have not touched on, nor could it be touched on in the limited amount of time that I may devote to the subject. Like most other features of circulation work, the intimate details and various methods can be learned only thru constant contact with the work over a considerable period of time.

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HOW A PUBLISHER RAISED AD RATES

A well known publisher thus tells what he did in advance of increasing advertising rates and the result of such increases.

"We had kept our readers fully informed regarding the high cost of white paper and other material used in the newspaper business by printing at short intervals the abundance of information available upon the subject. This has been in the shape of extracts from other papers and original articles, both long and short, and several editorials. This sort of stuff must have prepared advertisers for something, because the cost of issuing a newspaper was the main topic and the necessity of increasing the income was mentioned frequently.

"The first week in July we started a series of three letters to local advertisers, explaining the high cost of living for daily newspapers and mentioning the good qualities of ———— as an advertising medium. The first two letters stated that rates would be increased soon, and the last letter gave the date, and informed each advertiser just the amount of space that could be used at the old price. It was suggested that space would be reduced enough to bring the monthly bill to the same amount paid under the old schedule. There was some local disturbance over the matter, but the largest advertisers agreed that an increase had been expected, and no difficulty has been encountered in making the change. About 25 per cent of the advertisers retained the space used previous to the increase, paying the advanced rate."—The Texas Journalist.

THE COUNTRY CONTRIBUTOR

By John J. Fisher, Hopkinton, Mass.

Some Practical Suggestions by One Who Has Contributed

The country contributor is scarcely a strain on the money bags of the rural publisher and few of this class are compensated to any extent for their services; in fact, they are expected and compelled to supply their own postage and stationery.

Those who pursue this work take considerable pride in their efforts—well they might, and of course, considerable interest do they feel in their offerings. We all enjoy the exhilaration that attends seeing our youthful efforts in print, but after a time this feeling wanes—the novelty passes away—the contributor grows lax and the weekly letters of some correspondents fail to appear. Who is to blame for this?

Certain departments or districts in each rural journal has its representative—he or she produces copy each week which is always read by a contingent of subscribers living in a section written of. Naturally when that contributor ceases there is considerable protest and disappointment from those who look for this news.

Even tho it merely consists of the information concerning the erection of a new barn by Mrs. So-and-So, or the birth twins to the happy parents of eight other children, these little bits are eagerly sought by the readers of every country journal—the reading class seems to be overlooked in many cases by some editors—and his sole energies devoted to the bulkier elements of news, but a great many subscribers only take a paper to read only one department.

Each newspaper published in the more isolated districts should enlist the services of contributors who are capable of representing their sections with a weekly letter or budget and reward them in some way so as to maintain their coöperation.

There are many young men and women who would gladly give some of their spare time to writing for the press, but the matter has never been brought to their attention. They have never been asked to lend their services in such a way.

The writer was once attached to a city weekly. His services consisted mainly in attending and writing up concerts and church festivals, and some dramatic work. The work was not long in his charge when he was approached one day by the editor who notified him that he had had some cards printed bearing the correspondent's name thereon, which would be useful in a general way.

This little favor developed a great feeling of importance in the writer's heart, for he felt like a real, live journalist, sporting a name card in his own vest pocket for distribution. Yet this idea was a good one, it helped the writer to retain an interest which still remains—even tho it does not draw a money compensation.

Therefore, if little things like this were thought of by the country editor it would help maintain enthusiasm in the correspondents. There are half a hundred different ways that might prove beneficial in this respect. Some of the best known editors issue a fountain pen to their contributors; others furnish writing materials, paper, pens and ink; others give little rewards like theatre tickets, etc., or tender a dinner or banquet, once in the course of the year at which ideas are exchanged. These are a few of the things which keep the interest active—the correspondents alive to their weekly offering.

Stimulate an interest among your writers—provoke their best efforts—this is a mercenary age—something for nothing is a rarity and the cost of material is high—keep your paper interesting as much so as you can—it helps the circulation.

(The contributor that keeps newspaper readers informed as to the occurrences thruout the region of territory covered by a newspaper is by no means of small importance. Information as to the affairs near home is also valuable and interesting not only to the immediate neighborhood but to those in the adjoining townships and to the residents of the villages and cities where the people go to trade or sell their products or to pay their taxes, serve on juries, to attend upon political gatherings, to hear public speeches or to enjoy entertainments. The fields covered by a home paper are closely joined in all industrial, commercial, social agricultural and political interests. Acquaintances and friendships are formed besides improvements and advances go hand in hand following very closely one the other. The consideration of improved stock, the erecting of better buildings and so on stimulate to improvements in adjoining neighborhoods. People like to read about the doings of those whom they know. A publisher should ever prize highly nearby news. It pays to look after the neighborhood correspondents, giving all possible attention and some reasonable compensation, at least to extend such courtesies as are named by Mr. Fisher. Some publishers subscribe for and have the National Printer-Journalist sent to correspondents. Periodicals may be secured and stationery, postage and the home paper should be furnished.—The Editor.)

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ITEMS FROM WISCONSIN SCHOOL OF JOURNALISM, "SCOOPES"

Rocking the Boat 180 Years Ago in London Newspapers

The new story of a fatal "rocking-the-boat" accident in a London newspaper 180 years ago has recently been called to the attention of his classes in journalism by Prof. W. G. Bleyer of the University of Wisconsin. In the Universal Spectator and Weekly Journal, London, of July 31, 1736, is given this story:

> They write from Worcester, that on Sunday se'night six young men and five young women crossing the Severn in a Boat to an Alehouse opposite to Pitchrcroft Meadow, the Boat was overset and sunk by the young men's rocking it in order to affright their Female Companions, two of whom were drown'd and a third narrowly escap'd.

A Constructive Idea Is the Biggest Scoop, Says Wisconsin Editor

"Find the big, pertinent, constructive idea in every event, for that is the best kind of 'scoop,' " was the advice that Richard Lloyd Jones, formerly editor of Collier's Weekly, now editor of the Wisconsin State Journal, gave 50 members of the recently organzied "Scoops," the new journalism club at the University of Wisconsin.

"The Country Newspaper" is to be the topic of a talk by Burt Williams, recently Democratic candidate for governor in Wisconsin and former editor at Ashland, Wis., before the "Cub's Club," the freshman journalism organization at the University of Wisconsin on Dec. 5.

Irving M. Tuteur, for the last three years a student in journalism at the University of Wisconsin is now with the William D. McJunkin Advertising Agency, Chicago.

Frank B. Thayer, who received the degree of master of arts in journalism at the University of Wisconsin last June is instructor in journalism at the University of Kansas this year.

Wyatt Rushton, who took his master's degree in journalism at the University of Wisconsin last June, is Rhodes scholar from Alabama at Oxford this year. He edited the "Good Rhodes Bull-e-Tin" published on the S. S. "Andania" by the 32 Rhodes scholars on the way to England in October.

A Model Children's Civic League

The Red Wing (Minn.) Republican, Jens K. Grondahl, editor, conducts a Children's Civic League, with a membership of approximately 700 boys and girls ranging in age from seven to fourteen years. Every spring The Republican supplies all of these children with all the flower seed and vegetable seeds they can use and also distributes about a thousand apple trees among them. During the growing season the children's gardens are visited and the young gardeners are given helpful hints and encouragement in their work. When the season is over, an entertainment is given the League members and their friends at the Municipal Auditorium, the first institution of its kind in the United States. A score or more of prizes are awarded to those having done the best work during the summer. Prizes are not awarded solely on the merits of the gardens. The neatness of the lawn and premises generally, the attractiveness of the boulevard and the street in front and the number of bird houses in use, count a certain number of points in determining the prize winners. The children are taught to pick up scrap paper and tin cans wherever found and to prevent signs from being tacked up along and on public property. As a result of this work by the children, Red Wing has become one of the most beautiful cities in the country. The accompanying picture was taken after the last prize award and less than half of the children entertained found room on the photograph. The Auditorium referred to is the building at the bottom and the Republican office, which has perhaps one of the most attractive neighborhoods of any newspaper home in the Northwest, is the building at the top. The time and the money which The Republican spends on its Children's League is considered one of its best investments and it looks upon the League as one of its best assets.

Group of Members of the Red Wing (Minn.) Daily Republican's Civic League.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE power of advertising is the power of suggestion. All well-informed folks in this day of progress know what a power there is in suggestion. Of course, there's still a lot of mystery in it—but we can see the effect.

It is a scientific fact that men have even been healed of certain disorders by having merely surrounded themselves with printed placards expressing the proper thoughts of health. The persistency of these placards simply drove the message home and did the work.

Perpetual hammering is that which counts in advertising more than any other one element. Unconsciously we begin to believe in the message of the persistent advertiser. Next we sample his product. Then, if the advertiser be honest, and his wares equal to his advertising, we become regular customers.

Opposite my office window on a store front is a sign, which reads: "No other tobacco can be like Prince Albert."

Now, for a long time I had been using another brand; but the persistence of that message, before me constantly, even though the perusal of it was in the main mechanical and unconscious, eventually induced me to try "Prince Albert." I found it suitable to my taste; and so for a time I became a regular Prince Albert user. That's the subtle power of persistent advertising.

A man is riding along on the street car. As he gazes aimlessly about, he mechanically reads the advertisements. One article in particular impresses him. He has seen the ad a thousand times before. At the corner where he alights he buys the evening paper, and about the first thing he observes on opening the sheet is an advertisement of that same article. Turning over the pages further, he notes the advertisement of a retailer, and in it is exploited again that same article. Then and there that man resolves to try that article.

A few days later this same man is walking down town when all of a sudden he notes that he is passing the store whose ad in the paper attracted his attention some evenings before. "Here," he mentally ejaculates, "is where I can get that certain article." He enters and makes the purchase. That's how advertising works.

This customer may never mention to the clerk who waits upon him that he read the store's advertising—and surely he will not enter into the detail of telling the clerk of his having got interested in the article which he is buying thru the car and newspaper ads; nevertheless, these created the sale.

Still, I meet people even to this day who are skeptical on the point of how advertising pays.

◆ ◆

While I am conscious that the only object of the following letter from Mr. MacArthur, manager of advertising for Barnhart Bros. & Spindler, is merely to secure a little free publicity for his house, yet it contains so much of interest and so much of instruction, that I feel justified in offering it along with my opinion:

Chicago, November 10, 1916.

Mr. O. Byron Copper, De Soto, Wisconsin.

Dear Sir:—We note that you are handling one of the Specimen Review Departments for the National Printer-Journalist, and think it may be of interest to the readers of your department to know something of a booklet we have recently issued showing our Adstyle family of type faces—seven series of related design, and Kenilworth Oldstyle and Kenilworth Italic, a pair of lightface letters so similar in many features to the Adstyles as to be counted close cousins of the family. In this booklet are displayed for the first time some new ideas in brass rules—Black and White and Tint Dot rules, made on a unit system which affords perfect joining borders without the use of miters or other special corners.

A copy of this booklet is sent you under separate cover. As it is treated in a somewhat unusual decorative style, we trust it will be of interest to progressive printers everywhere, and we are hopeful you may decide to mention it in your review department. We would gladly send copies to any printers who address their requests to our Typecraft department, Monroe and Throop Streets, Chicago.

You will note we have adopted the slogan "Types that Talk." This is by way of impressing printers and advertisers with the fact that type faces are suggestive in themselves. The result should be a better appreciation of the importance of selecting for the different jobs and advertisements letter styles that are appropriate, and which will subtly assist in conveying the desired impression.

The tendency of modern commercial art is toward the strong pictures and decorations of little detail, practical designs that are easily printed; the pictures are impressionistic rather than realistic, the decorations are usually geometric in character. The effect in advertising is unfailing publicity for the advertiser. We are the first type foundry to recognize this new art movement and our future creations will be in harmony with this sensible fashion.

Cordially yours,
Barnhart Brothers & Spindler,
R. W. McARTHUR,
Manager Advertising.

The booklet mentioned is so very pretty a creation that I shall prize it as among the finest things seen this month, and, as Brother MacArthur suggests, the faces exploited therein are admirable for the purposes hinted. Imagine the perfect work which could be turned out of a newspaper office equipped with the complete Adstyle family.

✧ ✧

November 6, 1916.

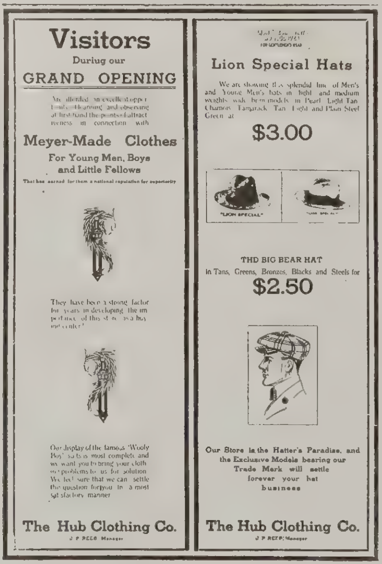
O. Byron Copper, De Soto, Wisconsin.

Dear Sir:—Under separate cover am mailing you a little special stunt we pulled off last week in the shape of an eight page ad for one firm in this city. We have another stunt or two along this line in the pot now, and will send you a copy when completed.

The press work is not all that it should be from the fact that we have an old Taylor press, which the boys claim came over in the ark.

Yours cheerfully,
FRED W. HILL.

This "special stunt" of Brother Hill and the Hub Clothing Company of his city is indeed something worthy of notice. Any country newspaper ought to be proud of such a creation—a quarto section of their paper used exclusively by one firm to advertise a grand opening sale. In the main this series of ads is gotten up in good shape and must have created a sensation among Reporter readers and patrons of the Hub store. The Hub advertising man showed his liberality and good judgment, not only in the amount of space consumed, but also in the little amount of wording he prepared to be printed in each of the pages—just a few words, but all to the point, a few good cuts and a lot of white space to set the type matter off. That's the most effective thing in advertising. To illustrate these points, one of these pages is shown as Exhibit 1.



Visitors
During our
GRAND OPENING
Are afforded an excellent opportunity of learning and observing at first hand the points of attractiveness in connection with
Meyer-Made Clothes
For Young Men, Boys and Little Fellows
That has earned for them a national reputation for superiority

They have been a strong factor for years in developing the importance of this store as a buying center.

Our display of the famous 'Wooly Boy' suits is most complete and we want you to bring your clothing problems to us for solution. We feel sure that we can settle the question for you in a most satisfactory manner.

The Hub Clothing Co.

Lion Special Hats
We are showing this splendid line of Men's and Young Men's hats in light and medium weights with brim models in Pearl, Light Tan, Chamois, Tamarack Tan, Light and Plain Steel Green at
$3.00

THD BIG BEAR HAT
In Tans, Greens, Bronzes, Blacks and Steels for
$2.50

Our Store is the Hatter's Paradise, and the Exclusive Models bearing our Trade Mark will settle forever your hat business

The Hub Clothing Co.

Exhibit No. 1

✧ ✧

Passing from the series of ads to the Hamburg Reporter itself, I find it a clean, snappy sheet, with a delightfully chaste front page, as shown herewith as Exhibit 2. As the brother confesses, presswork is a little weak, but in the main everything else is pleasing. Together with this sample of the paper I have received a couple of circulars, which Brother Hill doubtless used as a means of inducing merchants to advertise in the Reporter. The first shows a reproduction of an electrotyped advertisement of "Red Devil Lye," in red, over which, in black, appears this convincing "talk," which offers a good suggestion for other newspaper makers:

THE HAMBURG REPORTER

Exhibit No. 2

The Red Devil With Us

We are not in league with the devil, but we have just closed a four months contract for the deivl—we mean the Devil Lye.

If you handle this brand of lye, couple up with the manfacturers and reap the benefit of their efforts to help you sell the goods. They even go further than buy space—they are willing to have the people try it out at their expense.

If it pays the Red Devil people to advertise a 10 cent article—nuff said—provided you apply the suggestion to your own business.

The Reporter carries more foreign advertising than any other two papers in Fremont and Atchison counties—There's a Reason.

The Hamburg Reporter Hamburg, Iowa

The other circular contains a proof of a larger ad for the same commodity mentioned in the introduction of this installment of reviews (The Reynolds Tobacco Company is getting altogether too much gratuitous publicity, I'm thinking.) and over this electro is another strong "talk," as follows:

Some Proof

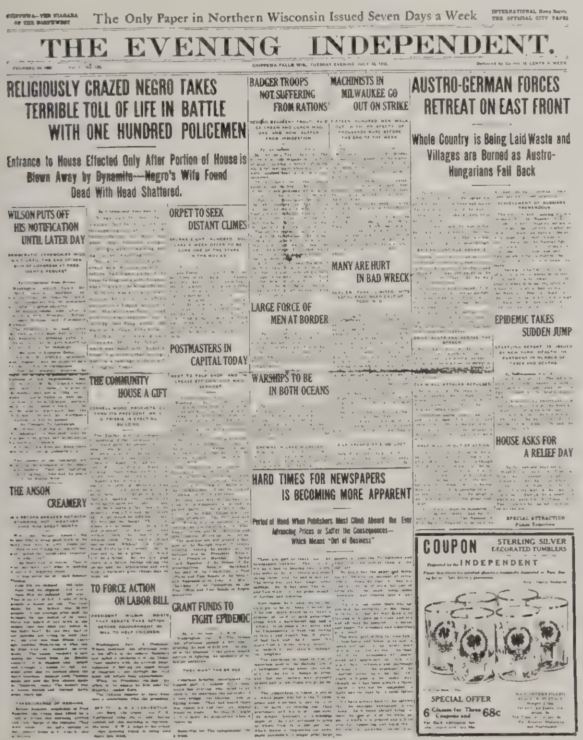
More inches of space for nationally advertised goods were carried in the HAMBURG REPORTER in 1914 and 1915 than in any other two papers in Fremont county, Iowa, and Atchison county, Missouri. Such well-known brands as Ivory Soap and Jap Rose Soap were advertised for a year in the REPORTER, and renewals have been made. Karo Syrup had a special "canning season" run of ads.

The advertisement below is the first of a series to appear in the REPORTER during the entire year of 1916.

Why did these large concerns select the REPORTER? Think it over—"There's a Reason."

THE HAMBURG REPORTER,
Hamburg, Iowa.

This is what I call good advertising for more advertising, and it ought to have had a telling effect upon business men to whom submitted.



The Only Paper in Northern Wisconsin Issued Seven Days a Week

THE EVENING INDEPENDENT.

RELIGIOUSLY CRAZED NEGRO TAKES TERRIBLE TOLL OF LIFE IN BATTLE WITH ONE HUNDRED POLICEMEN

Entrance to House Effected Only After Portion of House is Blown Away by Dynamite—Negro's Wife Found Dead With Head Shattered.

BADGER TROOPS NOT SUFFERING FROM RATIONS

MACHINISTS IN MILWAUKEE GO OUT ON STRIKE

AUSTRO-GERMAN FORCES RETREAT ON EAST FRONT

Whole Country is Being Laid Waste and Villages are Burned as Austro-Hungarians Fall Back

WILSON PUTS OFF HIS NOTIFICATION UNTIL LATER DAY

ORPET TO SEEK DISTANT CLIMES

MANY ARE HURT IN BAD WRECK

LARGE FORCE OF MEN AT BORDER

EPIDEMIC TAKES SUDDEN JUMP

POSTMASTERS IN CAPITAL TODAY

THE COMMUNITY HOUSE A GIFT

WARSHIPS TO BE IN BOTH OCEANS

HOUSE ASKS FOR A RELIEF DAY

THE ANSON CREAMERY

HARD TIMES FOR NEWSPAPERS IS BECOMING MORE APPARENT

Period at Hand When Publishers Must Climb Aboard the Ever Advancing Prices or Suffer the Consequences—Which Means "Out of Business"

TO FORCE ACTION ON LABOR BILL

GRANT FUNDS TO FIGHT EPIDEMIC

COUPON STERLING SILVER DECORATED TUMBLERS Presented by the INDEPENDENT

SPECIAL OFFER 6 Glasses for Three Coupons and 68c

Exhibit No. 3

Chippewa Falls, Wisconsin, June 27, 1916.

Mr. O. B. Copper, De Soto, Vernon Co., Wis.

Dear Mr. Copper:—I am trying to cover this northern country with an up-to-date Democratic daily newspaper during the presidential campaign. As we have no other Democratic daily in all of this northern country it was suggested that I write you and ask for your assistance in the matter. I am making the rate $1.00 from now until December 1st. We carry the full dispatches and a copy of the paper is being sent you. Kindly help us if you can.

Very truly,
T. J. CUNNINGHAM,
Editor and Owner.

I sincerely regret that pressure of other affairs has prevented me giving Brother Cunningham's paper the consideration which it deserved before now—ere it was too late to be of benefit to him during the time he seems to have wished—thru the late presidential campaign; but I trust that a word of commendation even now may not come amiss. The Evening Independent is just what its publisher intimates, an up-to-date daily, the news-service being good and presented in an attractive, readable shape. A reproduction of the front page of this sheet will go further toward substantiating this statement than more words. (Exhibit 3.) The publication of a daily in a small city is not the easiest of undertakings, and I imagine the publisher of this paper will agree with me; but that he is succeeding is given evidence thruout this little daily's pages. With the full International wire service and all the local news, the people of Northern Wisconsin ought to appreciate such a paper, and I trust that they do. I shall be pleased to learn of its future prosperity.

◆ ◆

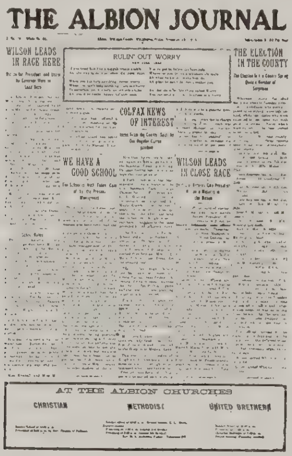
Albion, Wash., November 13, 1916.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am mailing you the last three issues of the Albion Journal for criticism in the National Printer-Journalist. We are rather short on desirable material for advertisements but are doing the best we can with what we have and are adding a little now and then. The Journal is printed on a Washington hand press.

Yours truly,
R. E. NEWBILL,
Editor and Manager.

The sight of a little paper like this touches me strangely, doubtless because it calls up within me tender memories of days some long years ago when I started a little paper similar to this and printed it on a hand press. Having gone thru the experience (and I make the statement at the risk of being thot immodest) I know that a man who tackles such an undertaking is a real hero. It takes as much courage as to face an enemy in the trenches. I have no way of knowing Brother Newbill's age; but I wager that he is young—under thirty-five, at least. At thirty-five, scientists tell us, man's mind reaches its full development, and thereupon man arrives at the age of judgment and is considered eligible to a seat in the Senate. Such a man would never start a newspaper under circumstances which compel printing it upon a hand press, I don't think. I know that I wouldn't today, altho I didn't shrink from it in the least fifteen years ago. I intimated above that it required courage—but, no—courage is always backed by judgment—rashness, recklessness—a word like that applies better and belongs more to the inexeperience of youth. Another feature which causes me to suspect Brother Newbill's youthfulness is the abundance of poetry he uses in the columns of his little paper. (That is, understand, the amount of poetry is not great, except as compared to the whole contents of the Journal, which is a small sheet—five-column folio.) Poetry—the love of poetry—belongs to youth—that stage of man's career when his visions are rose-tinted and ineffably promising. Still, I may be wrong. Brother Newbill may be one of the few who has kept his youthful courage and tastes in spite of passing years, and I can attest, despite evident handicaps, he is making quite a paper. He makes up a neat front page (Exhibit 4) only that church directory at the bottom is hardly artistic. Better reduce this to orthodox single-column style.


THE ALBION JOURNAL

WILSON LEADS IN RACE HERE

RULIN' OUT WORRY

THE ELECTION IN THE COUNTY

COLFAX NEWS OF INTEREST

WE HAVE A GOOD SCHOOL

WILSON LEADS IN CLOSE RACE

AT THE ALBION CHURCHES

CHRISTIAN METHODIST UNITED BRETHREN

Exhibit No. 4

◆ ◆

Gordon, Nebr., November 10, 1916.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate wrapper I am mailing you a copy of The Sheridan County (Nebr.) Democrat, Prosperity Edition. Our equipment did not permit much freedom along typographical and presswork efforts, but the interesting part is from a business standpoint:

Gordon, Nebr., population	1,200
Sheridan County population	8,000
Number copies printed	3,500
Full page write-ups	$30.00
Half page write-ups	$18.00
Quarter page write-ups	$10.00
Small spaces, each	$2.50
Back cover	$40.00

Do special editions pay?

Yours respectfully,

GEO. S. GUERNSEY,

Foreman and Associate Editor.

PAGE SIX 1916 PROSPERITY EDITION

The Fair Department Store

Exhibit No. 5

PAGE TWENTY-FOUR PROSPERITY EDITION 1916 PAGE TWENTY-FIVE

BATES AND FOSTER, INVESTMENT BANKERS

Exhibit No. 6

What an audacious question to ask, Brother Guernsey—"Do special editions pay?" Particularly does the audaciousness appear, accompanied by this specimen copy of the "Prosperity Edition" of the Sheridan County Democrat, replete with dozens of page, half-page and quarter-page writeups and advertisements at prices that surely paid a neat profit even after the high cost of production was figured out. This "Prosperity Edition" was put out on white print, with pleasing Paradox cover, in magazine form, and, contrary to the old rule of newspaperdom, which offered a whole lot of unappreciated help to constituency for nothing, nearly every page was made with a view to financial profit for the publisher. This is as it should be. Those who got benefit from the edition paid for it, and therefore they appreciate what it is worth. And why shouldn't business men pay for all favorable publicity? I have observed during my career as a newspaper maker that all business men like and want favorable mention in the home paper, but, unfortunately, they aren't all willing to pay a living price for it. The time is long past ripe for educating business men that, if favorable publicity is good for them and at all desirable, then it is worth paying for a relative rate; and I'm glad to see that the Sheridan County Democrat has its constituency evidently so educated. Think of a hardware firm paying the local paper $40.00 for the use of the back cover page of a special edition! Surely that concern has been taught the valuable lesson that advertising in the home paper is a good investment—even at $40.00 the page. As a means of demonstrating that the typography in this publication is up to a high standard of excellence, I am pleased to reproduce a few pages—Exhibits 5, 6 and 7. The first is a double page specimen, the second a page, and the third illustrates the half- and quarter-page effects. Presswork is very satisfactory.

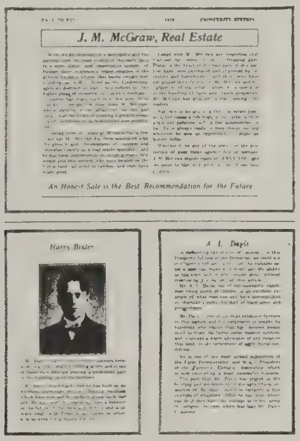

J. M. McGraw, Real Estate
An Honest Sale is the Best Recommendation for the Future

Exhibit No. 7

✧ ✧

New Prague, Minn., September 21, 1916.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover we are sending you several specimen copies of The New Prague Times for your criticism.

Yours very truly,
Times Publishing Co.,
ARTHUR J. SUEL.

I find Brother Suel's New Prague (Minn.) Times a creditable six-column quarto, all home print weekly. A picture of the first page accompanies this paragraph as Exhibit 8. In many respects the Times is strictly a modern home paper and its points of excellence are numerous. All straight matter is machined, the news gathering attended to most thoroly and dished up to the reader in a highly attractive and readable shape. By this I refer to the manner in which the news stories are headed up (see Exhibit 8) and the neat balance achieved in the mechanical makeup. Besides these headed stories, I am pleased to note an abundance of short news notes, letters from over the paper's territory, and a good editorial department. All show careful editing, too. Now, prior to entering up a discussion of the defects in this specimen, I wish to make it clear again, as all must realize, that it is possible in a large majority of the publications submitted to this department for review to find flaws and "pick things to pieces," as it were; but, as I am confident those who have paid close attention to these paragraphs during the several years past in which they have been appearing, I never resort to this course, except in cases where I feel assured the contributor will appreciate that which I may write and will try to profit accordingly. It grows irksome to me, and I am sure it would also to the average reader of these columns, if I cited the errors in detail in every specimen examined. At such times as I do venture upon adverse criticism, however, as I am now about to do in this case, I trust that all my readers will realize that my remarks are kindly and intended to be strictly instructive and helpful—not alone for the one to whom particularly addressed, but to all newspaper makers who chance to read these humble thoughts. Now, in case of the New Prague Times the most evident error is the lack of symmetry and uniformity in the displayed headlines. I appreciate the fact that it takes time and thought to get the two lines of the "stair-step" of approximately equal length, and not much less time and care to have the inverted pyramids all of approximately the same size and shape: but in the matter of appearance it pays to use that extra time and thought. Another little point the makeup man should be

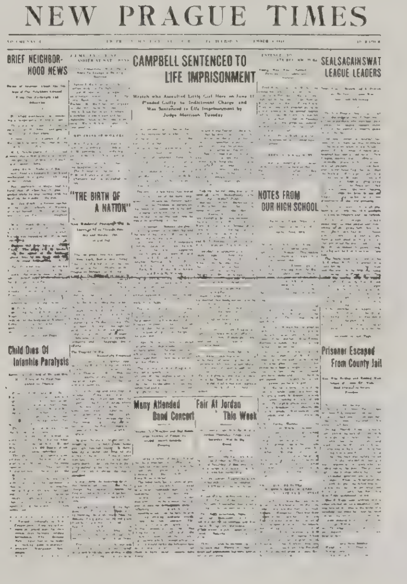
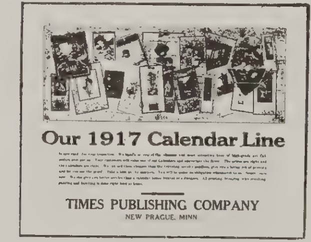

NEW PRAGUE TIMES
BRIEF NEIGHBORHOOD NEWS
CAMPBELL SENTENCED TO LIFE IMPRISONMENT
SEALS AGAIN SWAT LEAGUE LEADERS
"THE BIRTH OF A NATION"
NOTES FROM OUR HIGH SCHOOL
Child Dies Of Infantile Paralysis
Prisoner Escaped From County Jail
Many Attended Band Concert
Fair At Jordan This Week

Exhibit No. 8

careful about is to see that exactly the same amount of space (a nonpareil is right) appears at the top of each column between the type and the head rule. Still another point, as in evidence in the two central columns of the page of which a reduced facsimile is reproduced herewith (Exhibit 8) when subject matter in each of the two columns over which a double-column head is used appertains to the heading, or vice versa, it is highly improper to separate the second column from the heading by a cut-off or other sort of rule. The small dash following the heading is sufficient punctuation. The use of a cut-off over the matter in a second column following a double-column heading is justified and proper only when such succeeding matter deals with an entirely different subject, or, speaking more clearly, is matter running under another title, and which may begin immediately under the cut-off, or be run over from the adjoining column. The Times management would do well, also, to adopt my ideal method of mechanical makeup thruout the pages of their paper. This method has been so frequently outlined in detail in this department of the National Printer-Journalist that I shall not consume space to repeat it here. The advertisement composition in this sheet will compare with the average; but there is room for much improvement. In Exhibit 9 I show a commendable specimen—commendable principally because by it the Times proves faith and confidence in its own advertising value—and the ad is fairly well composed—only that black dash of bold rule over the signature spoils the effect and should have been omitted entirely. The Christmas special of a year ago included with this contribution represents a creditable effort.

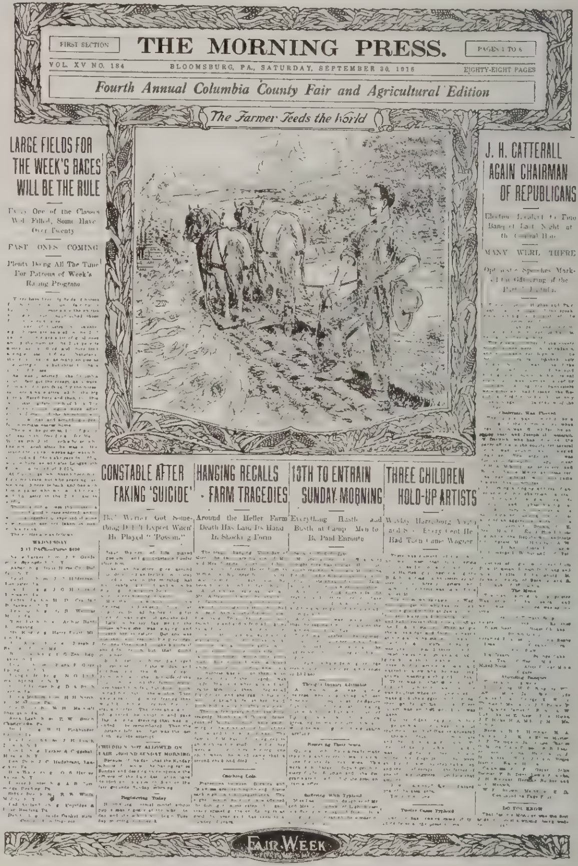

Our 1917 Calendar Line

TIMES PUBLISHING COMPANY
NEW PRAGUE, MINN

Exhibit No. 9

* * *

Golly! I was lucky again this year! I got my copy of the Annual Columbia County Fair and Agricultural edition of the Bloomsburg (Pa.) Morning Press, and I should feel slighted, indeed, if this inimitable paper ever failed to come. This is the fourth annual stunt of this kind the Press has pulled off, and I want to tell you it is delightful. I suppose I have said as much before—at least, I know, I have had the same thought every time I've been privileged to see this fine sheet—but, even at the risk of riteration, I must say the Morning Press comes as near to my ideal of that which a daily newspaper should be in every particular of its making, as anything of the kind I have had the pleasure of inspecting. Take a look at this front page from the first section of this special number (Exhibit 10). Note carefully its general attractiveness, rendered such a striking reality by the exemplary care and perfection of every literary and mechanical or typographical feature. Note the exquisite styles, the pleasing typography, the exactness and uniformity of heads, the complete harmony as a whole, the excellence of contents—surely the critic who'd find aught to complain of here must needs be a crank indeed. It all depends upon the point of view one might assume when he sees this big special edition of the Press, as to whether he then believes all this talk about the extreme shortage of print paper. In one way he might be inclined to disbelieve, for he might argue, if there were a shortage, no publication could find enough paper for such a mammoth edition; on the other hand, he might easily be led to marvel, if there weren't a marked shortage of


FIRST SECTION THE MORNING PRESS. PAGES 1 TO 8
VOL. XV NO. 184 BLOOMSBURG, PA., SATURDAY, SEPTEMBER 30, 1916 EIGHTY-EIGHT PAGES
Fourth Annual Columbia County Fair and Agricultural Edition
The Farmer Feeds the World

LARGE FIELDS FOR THE WEEK'S RACES WILL BE THE RULE

Every One of the Classes Well Filled, Some Have Over Twenty

FAST ONES COMING

Plenty Doing All The Time For Patrons of Week's Racing Program

J. H. CATTERALL AGAIN CHAIRMAN OF REPUBLICANS

MANY WERE THERE

CONSTABLE AFTER FAKING 'SUICIDE'

HANGING RECALLS FARM TRAGEDIES

Around the Heller Farm Death Has Laid Its Hand In Shocking Form

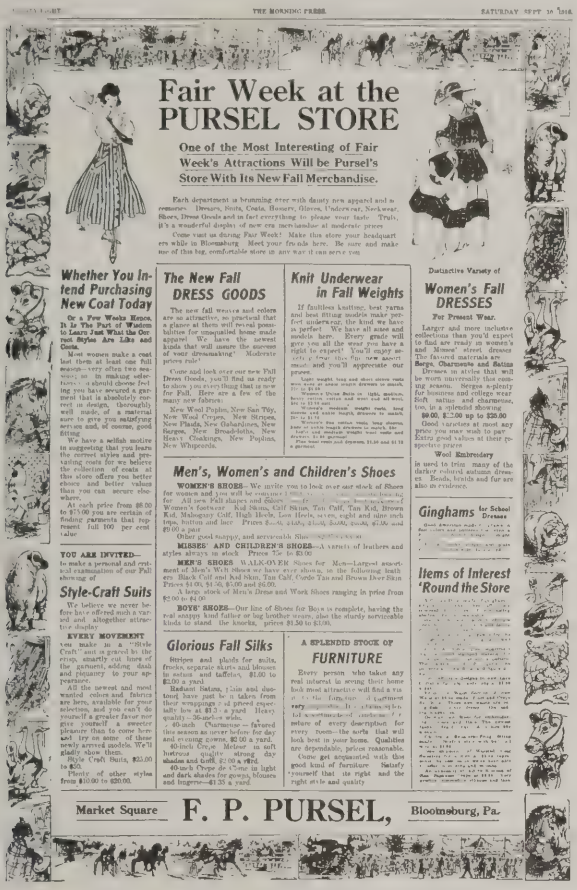
13TH TO ENTRAIN SUNDAY MORNING

THREE CHILDREN HOLD-UP ARTISTS

FAIR WEEK

Exhibit No. 10

print paper immediately after the issuance of an edition of eleven six-column quarto sections. I dare not attempt a description of this charming paper—not only would such a herculean task tax my feeble powers beyond the limit, but it might also grow tiresome to the reader—but I shall complete this installment by selecting a number of the delightful advertisement specimens for reproduction herewith (Exhibits 11, 12, 13, 14, 15, 16, 17, 18 and 19).



THE MORNING PRESS. SATURDAY SEPT 30 1916

Fair Week at the PURSEL STORE

One of the Most Interesting of Fair Week's Attractions Will be Pursel's Store With Its New Fall Merchandise.

Each department is brimming over with dainty new apparel and accessories. Dresses, Suits, Coats, Hosiery, Gloves, Underwear, Neckwear, Shoes, Dress Goods and in fact everything to please your taste. Truly, it's a wonderful display of new era merchandise at moderate prices.

Come visit us during Fair Week! Make this store your headquarters while in Bloomsburg. Meet your friends here. Be sure and make use of this big, comfortable store in any way it can serve you.

Whether You Intend Purchasing New Coat Today

Or a Few Weeks Hence, It Is The Part of Wisdom to Learn Just What the Correct Styles Are Like and Costs.

Most women make a coat last them at least one full season—very often two seasons; so in making selections you should choose feeling you have secured a garment that is absolutely correct in design, thoroughly well made, of a material sure to give you satisfying service and, of course, good fitting.

We have a selfish motive in suggesting that you learn the correct styles and prevailing costs for we believe the collection of coats at this store offers you better choice and better values than you can secure elsewhere.

At each price from $8.00 to $75.00 you are certain of finding garments that represent full 100 per cent value.

YOU ARE INVITED—to make a personal and critical examination of our Fall showing of

Style-Craft Suits

We believe we never before have offered such a varied and altogether attractive display.

EVERY MOVEMENT you make in a "Style Craft" suit is graced by the crisp, smartly cut lines of the garment, adding dash and piquancy to your appearance.

All the newest and most wanted colors and fabrics are here, available for your selection, and you can't do yourself a greater favor nor give yourself a sweeter pleasure than to come here and try on some of these newly arrived models. We'll gladly show them.

Style Craft Suits, $25.00 to $50.

Plenty of other styles from $10.00 to $20.00.

The New Fall DRESS GOODS

The new fall weaves and colors are so attractive, so practical that a glance at them will reveal possibilities for unequalled home made apparel. We have the newest kinds that will insure the success of your dressmaking! Moderate prices rule!

Come and look over our new Fall Dress Goods, you'll find us ready to show you everything that is new for Fall. Here are a few of the many new fabrics:

New Wool Poplin, New San Toy, New Wool Crepes, New Stripes, New Plaids, New Gabardines, New Serges, New Broadcloths, New Heavy Cloakings, New Poplins, New Whipcords.

Knit Underwear in Fall Weights

If faultless knitting, best yarns and best fitting models make perfect underwear, the kind we have is perfect. We have all sizes and models here. Every grade will give you all the wear you have a right to expect! You'll enjoy selecting from this fine new assortment and you'll appreciate our prices.

Distinctive Variety of

Women's Fall DRESSES

For Present Wear.

Larger and more inclusive collections than you'd expect to find are ready in women's and Misses' street dresses. The favored materials are **Serge, Charmeuse and Satins**.

Dresses in styles that will be worn universally this coming season. Serges a-plenty for business and college wear. Soft satins and charmeuse, too, in a splendid showing

$9.00, $12.00 up to $25.00

Good varieties at most any price you may wish to pay. Extra good values at their respective prices.

Wool Embroidery

is used to trim many of the darker colored autumn dresses. Beads, braids and fur are also in evidence.

Men's, Women's and Children's Shoes

WOMEN'S SHOES—We invite you to look over our stock of Shoes for women and you will be convinced [illegible]. All new Fall shapes and colors [illegible] Women's footwear. Kid Skins, Calf Skins, Tan Calf, Tan Kid, Brown Kid, Mahogany Calf, High Heels, Low Heels, seven, eight and nine inch tops, button and lace. Prices [illegible] $7.00 and $9.00 a pair.

MISSES' AND CHILDREN'S SHOES—A variety of leathers and styles always in stock. Prices 75c to $3.00.

MEN'S SHOES WALK-OVER Shoes for Men—Largest assortment of Men's Welt Shoes we have ever shown, in the following leathers: Black Calf and Kid Skin, Tan Calf, Cordo Tan and Brown Deer Skin. Prices $4.00, $4.50, $5.00 and $6.00.

A large stock of Men's Dress and Work Shoes ranging in price from $2.00 to $4.00.

BOYS' SHOES—Our line of Shoes for Boys is complete, having the real snappy kind father or big brother wears, also the sturdy serviceable kinds to stand the knocks, prices $1.50 to $3.00.

Glorious Fall Silks

Stripes and plaids for suits, frocks, separate skirts and blouses in satins and taffetas, $1.00 to $2.00 a yard.

Radiant Satins, plain and duotone, have just been taken from their wrappings and priced especially low at $1.35 a yard. Heavy quality—36-inches wide.

40-inch Charmeuse—favored this season as never before for day and evening gowns, $2.00 a yard.

40-inch Crepe Meteor in soft lustrous quality, strong day shades and tints, $2.00 a yard.

40-inch Crepe de Chine in light and dark shades for gowns, blouses and lingerie—$1.35 a yard.

A SPLENDID STOCK OF **FURNITURE**

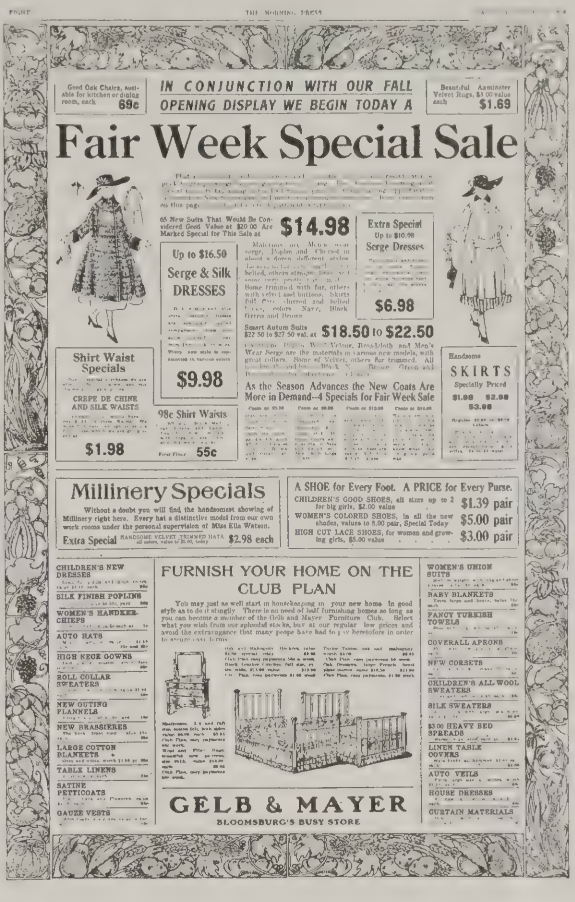
Every person who takes any real interest in seeing their home look most attractive will find a visit to the furniture department very [illegible]. It [illegible] furniture of every description for every room—the sorts that will look best in your home. Qualities are dependable, prices reasonable.

Come get acquainted with this good kind of furniture. Satisfy yourself that its right and the right style and quality.

Ginghams for School Dresses

Items of Interest 'Round the Store

Market Square **F. P. PURSEL,** Bloomsburg, Pa.



THE MORNING PRESS

Good Oak Chairs, suitable for kitchen or dining room, each 69c

IN CONJUNCTION WITH OUR FALL OPENING DISPLAY WE BEGIN TODAY A

Beautiful Axminster Velvet Rugs, $3.00 value each $1.69

Fair Week Special Sale

65 New Suits That Would Be Considered Good Value at $20.00 Are Marked Special for This Sale at **$14.98**

Up to $16.50 Serge & Silk DRESSES **$9.98**

Extra Special Up to $10.98 Serge Dresses **$6.98**

Smart Autum Suits $22.50 to $27.50 val. at **$18.50 to $22.50**

Shirt Waist Specials

CREPE DE CHINE AND SILK WAISTS **$1.98**

98c Shirt Waists First Floor **55c**

As the Season Advances the New Coats Are More in Demand—4 Specials for Fair Week Sale

Handsome SKIRTS Specially Priced $1.98 $2.98 $3.98

Millinery Specials

Without a doubt you will find the handsomest showing of Millinery right here. Every hat a distinctive model from our own work rooms under the personal supervision of Miss Ella Watson.

Extra Special HANDSOME VELVET TRIMMED HATS all colors, value to $5.00, today $2.98 each

A SHOE for Every Foot. A PRICE for Every Purse.

CHILDREN'S GOOD SHOES, all sizes up to 2 for big girls, $2.00 value $1.39 pair

WOMEN'S COLORED SHOES, in all the new shades, values to 8.00 pair, Special Today $5.00 pair

HIGH CUT LACE SHOES, for women and growing girls, $5.00 value $3.00 pair

CHILDREN'S NEW DRESSES

SILK FINISH POPLINS

WOMEN'S HANDKERCHIEFS

AUTO HATS

HIGH NECK GOWNS

ROLL COLLAR SWEATERS

NEW OUTING FLANNELS

NEW BRASSIERES

LARGE COTTON BLANKETS

TABLE LINENS

SATINE PETTICOATS

GAUZE VESTS

FURNISH YOUR HOME ON THE CLUB PLAN

You may just as well start in housekeeping in your new home in good style as to do it stingily. There is no need of half furnishing homes so long as you can become a member of the Gelb and Mayer Furniture Club. Select what you wish from our splendid stocks, buy at our regular low prices and avoid the extravagance that many peope have had to pay heretofore in order to secure easy terms.

WOMEN'S UNION SUITS

BABY BLANKETS

FANCY TURKISH TOWELS

COVERALL APRONS

NEW CORSETS

CHILDREN'S ALL WOOL SWEATERS

SILK SWEATERS

$3.00 HEAVY BED SPREADS

LINEN TABLE COVERS

AUTO VEILS

HOUSE DRESSES

CURTAIN MATERIALS

GELB & MAYER

BLOOMSBURG'S BUSY STORE

Candyland

Bloomsburg's Fastest Growing Confectionery Store and the Store That's Different

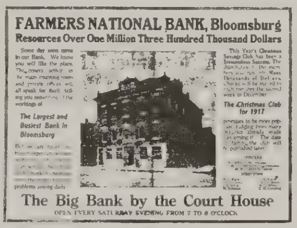
Our Candies, Fresh Made Every Day in Our Own Candy Department, Are the Best and Purest That Can Be Bought, and You'll be Delighted at Their Cheapness, as You Will be With Their Quality.

Our Ice Cream Parlor

Is the Largest and Most Beautifully appointed in Bloomsburg. Our Ice Cream and Sodas, with Fresh Fruit Syrups, Made by Ourselves, are deservedly growing in popularity. Each day brings new customers and each day pleased customers as well.

To [illegible] and those coming here for the Fair, a cordial invitation is extended to visit our store at any time and especially during Fair week.

We'll be prepared to give you prompt and courteous attention.



FARMERS NATIONAL BANK, Bloomsburg

Resources Over One Million Three Hundred Thousand Dollars

Some day soon come in our Bank. We know you will like the place.

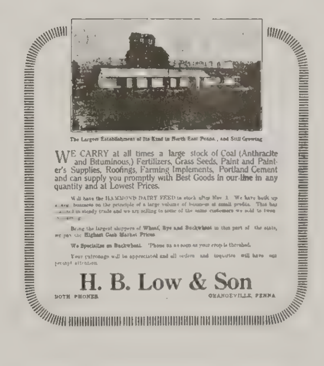
The Largest and Busiest Bank in Bloomsburg

This Year's Christmas Savings Club has been a Tremendous Success.

The Christmas Club for 1917

The Big Bank by the Court House

OPEN EVERY SATURDAY EVENING FROM 7 TO 8 O'CLOCK



The Largest Establishment of Its Kind in North East Penna., and Still Growing

WE CARRY at all times a large stock of Coal (Anthracite and Bituminous,) Fertilizers, Grass Seeds, Paint and Painter's Supplies, Roofings, Farming Implements, Portland Cement and can supply you promptly with Best Goods in our line in any quantity and at Lowest Prices.

Will have the HAMMOND DAIRY FEED in stock after Nov. 1. We have built up a large business on the principle of a large volume of business at small profits.

Being the largest shippers of **Wheat, Rye and Buckwheat** in this part of the state, we pay the **Highest Cash Market Prices**.

We Specialize on Buckwheat. 'Phone us as soon as your crop is threshed.

Your patronage will be appreciated and all orders and inquiries will have our prompt attention.

H. B. Low & Son

BOTH PHONES ORANGEVILLE, PENNA

DIAMONDS

THE GIFT THAT CHARMS

IS MADE AVAILABLE BY

Our Extended Payment Plan

Gives Immediate Possession

Our Stock is Splendidly Complete

The terms are—

On a $25 to $40 purchase. $1 a week or $4 a month.

On a $50 to $75 purchase. $1 a week or $4 a month.

On a $80 to $100 purchase. $1.50 a week or $6 a month.

On a $125 to $150 purchase. $2 a week or $8 a month.

Louis Bernhard, Sr.

JEWELER

First National Bank Building

BLOOMSBURG PENNSYLVANIA

Millinery Exclusively

Representing the Latest Dictates of Fashion's Fall Offerings

OUR SELECTION OF

Fall & Winter Millinery

IS COMPLETE

Bon Ton Millinery

33 East Main Street

COLUMBIA THEATRE

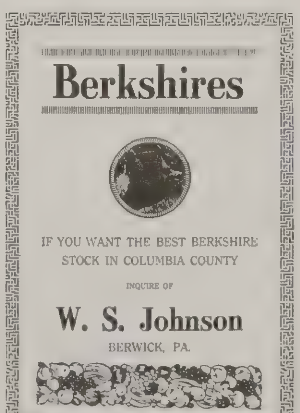
A Delightful Place to Go

Special Fair Week Attraction

Manhattan Players

Change of Program Daily

Presenting Plays You'll Enjoy and by Capable Cast



Berkshires

IF YOU WANT THE BEST BERKSHIRE STOCK IN COLUMBIA COUNTY

INQUIRE OF

W. S. Johnson

BERWICK, PA.

A Most Successful Business

Great Revival in Printing for Year Past

The following from the annual report to the stockholders, on November 14, 1916, of Philip T. Dodge, president of the Mergenthaler Linotype Company, not only shows the great extent of the business of that company, but indicates a very satisfactory condition of the printing and publishing business during the year:

During the year there has been a marked revival in the printing industry of the United States and a substantial increase in the volume of your company's business, and in its earnings, as compared with the preceding year.

The net gain for the year, after making reasonable allowance for depreciation, was $1,898,200.22, an increase of $431,185.10 over the year preceding.

Net orders were received for 2,312 machines, the greatest number in the history of the company. There were shipped, on sale, 1,976 machines, an increase of 571 over the preceding year; in addition to which a number of machines were loaned for educational and other special purposes.

To date more than 21,000 machines have been built in the Brooklyn shops alone. To these must be added several hundred built in Baltimore and thousands built in Europe.

The number of new printing offices which adopted linotypes during the year was 820.

While these figures indicate a steady growth in the number of linotypes sold, it is to be noted that an increasing proportion of the sales is of the more simple and cheaper types of machines, adapted for the small newspapers, and job offices having limited capital to invest.

When first placed on the market the linotype machine was designed more especially for simple newspaper composition. It was of such complexity and its cost was so high that it could be used only in the larger offices, having abundant capital and employing skilled mechanics to maintain the machines in operative condition. At an early day, however, your company began the systematic modification and improvement of the machines to fit them for use in the hands of the ordinary printer, and to adapt them for additional and more difficult classes of composition. An experimental or research department was established, skilled mechanics and inventors were brought into the service of the company, and the submission of their ideas by outside inventors was encouraged. As a result the machines have been steadily improved in design, and many new machines have been developed and put on the market.

The company was the pioneer in the introduction of simple machines of limited capacity and range of work; and also in the introduction of the complex machines carrying at one time a variety of faces and adapted for the most intricate book composition, advertising matter and mathematical and other technical matter.

It was the first to place before the printer cheap machines. It introduced at an early day the system of long credits and easy payments, through which many hundred deserving men of limited means have been enabled to establish offices and build up a permanent and increasing business. While this course is advantageous to both parties it leads to an increasing volume of credits and to the employment of more working capital.

The company continues, at considerable expense, its several schools, in which printers receive free instruction in the operation, construction and maintenance of the machines. Many hundred men have been thus trained and enabled to command positions with increased pay.

The Mergenthaler Linotype Company must be considered not only the pioneer in successful machine composition, but also as the originator of every important improvement which printers have received to the present day in connection with machines for producing solid lines of type.

* * * * * * * *

The number of machines required to meet the increased demand is overtaxing the capacity of the Brooklyn factory, and for this reason additional land has been secured and steps have been taken to materially increase the factory buildings and the tool equipment; so that the needs of the printing fraternity may be promptly met, and no excuse afforded for the purchase of competing machines made in imitation of the linotype.

These factory additions, which should be completed within six months, will enable the company to meet the present requirements and carry in stock for immediate delivery machines of its various patterns as well as matrices and miscellaneous supplies.

During the past few months there has been a great dearth of skilled labor, a material increase in wages, and a marked increase in the cost of every material entering into the manufacture of the linotype machine; nevertheless the company has continued to the present time to sell its machines without an increase in price.

While the number of machines sold has greatly increased, the average profit per machine has materially decreased owing to the fact that the smaller and cheaper machines afford a correspondingly smaller profit.

As machines of the older types are worn out or become obsolete by the introduction of improved types, it becomes desirable for the printer to possess the later machines. Since, however, the old machines are in most cases operative and possess a certain value, the practice has arisen of accepting old machines in part payment for the new. This has also reduced to an extent the profits on the new machines, but many of the old machines are rebuilt and resold at reasonable prices to those offices in which price is the first consideration. It is interesting to note in this connection, as indicating the excellence of the workmanship and material in the linotype machines, that they are frequently rebuilt with good results when twenty years old. This rebuilding of your old machines taken in trade, frequently at high prices, is an important source of income to another company.

The relations of the company with its workmen continue to be of the most friendly character. No strikes or disturbances of any kind have occurred. This is a marked evidence of the fairness with which the company treats those in its service, and of the loyalty of the men, who have shown their appreciation of its interest in them.

Although the laws of the state provide ample compensation to the men and to the dependents of men who are injured in the service of an employer, the company continues, as an independent matter, and at its own expense, to insure the lives of its workmen, each man being insured for an amount equivalent to one year's pay at the time of his death. In the event of death payment is promptly made to the wife, children or other persons entitled to it.

WISCONSIN PRINTERS AND PUBLISHERS TO PUSH COST ACCOUNTING CAMPAIGN

The executive committee of the Wisconsin Federated Printing and Press Associations at its meeting at the University of Wisconsin on November 15, 1916, decided to push vigorously the campaign for the installation of the Wisconsin cost accounting system in the country newspaper and job printing plants of the state. The work in this direction, which was begun last December with the appointment of Robert G. Lee, as field man in charge of the installations, has already resulted in the adoption of cost finding methods by twenty printers and publishers in the state. The cost accounting field man is provided by the Extension Division of the University of Wisconsin, and his work is carried on in coöperation with the Department of Journalism and the Federated Associations.

Professor Willard G. Bleyer of the Department of Journalism at the University was re-elected chairman of the executive committee of the Federated Printing and Press Associations of the Wisconsin Franklin Club, and Frank W. Cantwell was re-elcted treasurer. The members recently chosen for the current year are H. L. Hoard, Ft. Atkinson, Wis., and F. W. Coon, Edgerton, representing the Wisconsin Press Association; W. T. Evjue, Madison, and E. C. Jones, Portage, of the Wisconsin Daily League; F. W. Cantwell, and F. C. Blied, Madison, of the Wisconsin Franklin Club.

Fifteen journalism students at the University of Wisconsin assisted the regular staff of the Wisconsin State Journal, Madison, in handling the election returns.

Richard Lloyd Jones, formerly associate editor of Collier's, now editor of the Wisconsin State Journal, spoke before the recently organized journalism club at the University of Wisconsin known as "The Scoops" on Thursday, November 23.

Students in the class in reporting at the University of Wisconsin are conducting the publicity campaign for the Associated Charities' tag day.

* * *

PRACTICAL TEACHING AND CO-OPERATION IN KANSAS SCHOOL

Instruction in linotype operation is being given by the Department of Journalism in the University of Kansas. The course is proving itself useful by making it unnecessary to go outside the state in order to learn to operate the linotype. The additional advantage is offered the student of being able, while mastering the linotype, to learn cost-finding and efficiency methods as demonstrated in the highly perfected printing laboratory of the department.

Mr. W. B. Brown, superintendent of the plant, who gives the instruction in linotype operation, prepared himself for this work in the Mergenthaler Linotype School in Brooklyn, New York.

Naturally the instructors and students in the Department of Journalism take a lively interest in the newspapers of their state. The enrollment in journalism classes this fall shows an increase of 32%—the present total being 265. Seventy-five percent of the students are men. While some of them enter classes in order to get practice in writing, the simple forceful English of the newspaper, but not intending to become newspaper writers, the majority are headed for the newspaper field.

Two men have been added to the faculty of the department this year. Samuel O. Rice, assistant professor of journalism, is a newspaper man of twelve years' experience, mostly in St. Louis and Kansas City. For the past three years he has been associate editor of the Kansas City Weekly Star. In addition to teaching he edits the University news bulletins.

Frank B. Thayer, instructor in journalism, is a graduate of Oberlin College and of the University of Wisconsin. He has been on the staff of the Springfield Republican and has done newspaper work on Ohio papers. He looks after the eighty beginners and helps the boys with the Daily Kansan.

There are now five instructors in the department of Journalism giving their entire time to teaching the "cubs" how a newspaper is made and how to pay the bills Saturday night.

Prof. J. W. Evans, an old New York Herald man, continues the instructional work which he did last year. In the absence of Prof. Merle Thorpe who is editing the Nation's Business, the undersigned—a Kansas newspaper man from 1900 to 1905, while editor of the Manhattan Nationalist—is chairman of the department. All of us in the department wish to be of use to you whenever we have a chance. Close coöperation between you and us gives vitality to our work.

Our youngsters are always ready to run down any exclusive news story that you might like to have or dig out any line of information that the University specialists or research laboratories can furnish you.

When you are interested in "new type for old," or in making a "buy" or "sell," or in some job of estimating, or in bothersome questions of typography, or in printing costs, or in the financial rating of a foreign advertiser, or in a man for reporting or ad rustling, give us a chance to be of service. We shall be glad to get an "assignment" from you at the first opportunity.

Cordially yours,

L. N. FLINT,

Chairman Department of Journalism, University of Kansas.

* * *

JOB PRINTING AND PUBLICITY

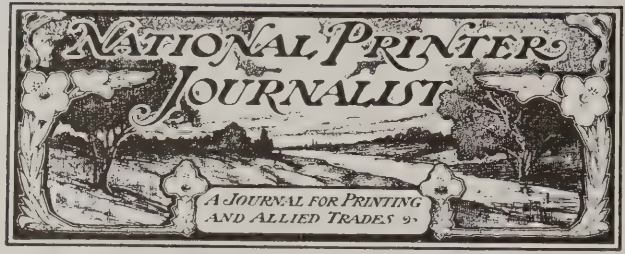
"Let's have our tickets and hand bills printed at the cut-price job plant and then get our local editor to boost for the entertainment in his paper, and thus save money all around."

The foregoing might be taken as a cross section analysis of what goes on in the minds of many well meaning people who desire to put across a local sociable, entertainment, class play or ball game.

The stock in trade of the editor is newspaper space. That's what he has to sell. That's where he gets part of his living. If one intends to get free publicity from a newspaper, it is only fair to give the editor whatever may be available in the way of job work.

Supposing the editor should demand pay at regular space rates for news mention of local affairs of the kind referred to above? Yet that is just what he has a right to do, and in many cases should do. However, the average editor is very public spirited and too prone to let the general public "walk all over him" for free advertising. The cut price printer gets the pie, while the editor often even gets no crumbs.

This is neither fair nor business like, because frequently what puts across a local affair is not the hand bills but rather the free news story for which no money is received.—Geo. A. Starring, Editor State College, Brookings, S. D.


NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN B. HERBERT - - - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate

Official Paper of the National Editorial Association.
Member United Typothetae and Franklin Clubs of America, Chicago Trade Press Association, Illinois Press Association, Printers' Supplymen's Club of Chicago, New York State Press Association.

Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES promptly furnished upon application.

CHICAGO ILLINOIS DECEMBER 1916

Our readers will be pleased with the cheerful views of many of the leading newspaper publishers and editors, of different and far separated States, given in letters, kindly contributed to and published in this issue of the National Printer-Journalist. The possibly good results pointed out, that may be wrought out from the existing high price and shortage of print paper, are worthy the intelligent optimism of American newspaper makers. Sincere thanks are extended to these gentlemen for their highly prized contributions. The careful consideration of the thoughts and suggestions presented will prove practically beneficial and helpful, as well as inspiring, and educative as to the higher ideals and possibilities of journalism.

It is said that "Every cloud has a silver lining" and it is certain that, very frequently, out of what are considered greatest difficulties and hardships come most substantial and permanent benefits.

* * *

Newspaper makers and printers are adapting themselves to conditions of the shortage and higher prices of paper by practicing economy with excellent results, and there are indications of early relief by the investment of large capital in new and enlarged mills. It is even reported that Rockefeller, with his boundless capital, has become interested. In Minnesota, a newspaper publisher, who is also a member of the legislature, and a prominent politician, will push legislation to have that state, which possesses suitable forests and has an abundance of water power, to erect mills and enter upon the manufacutre of paper. For many years, Minnesota has manufactured twine for binding the grain and it seems equally fitting that she should make paper for the printing of infromation for the people. Helping to supply current knowledge to the people seems, at least, only second to assisting economy in the securing of the grain to feed their bodies.

In the meantime, to save paper, permit no waste, cut off unnecessary exchanges, reduce size where practical, by a closer editing and boiling down of news, by eliminating all unnecessary departments and all matter of doubtful character will be wise. Every printer should bale and get to the market all that can be saved from the cuttings and trimmings in the job room and bindery, and, where there is a newspaper, all old papers and used exchanges.

* * *

The Children's Civic League, briefly described, with illustration, in this issue, maintained by the editor of the Red Wing, Minn., Daily Republican, is worthy of study and imitation by newspaper makers. There should be a similar organization or organizations, in every city and village. The benefit to children can scarcely be estimated. It trains the young people in a work that is useful, pleasing, invigorating, character building and healthful. The awakening of an interest in and a care for, the home and its beautifying is certainly wholesome and inspiring. To commence early in civic service by a care for the cleanliness, the appearance and beautifying of their city, its lawns, streets and walks, tends to the creation and cultivation of the right kind of a civic spirit, and must result in a better citizenship. The newspaper is benefited, not only by a real service rendered to the city, which is always gratifying and indirectly profitable, but by the increased interest in the paper and the loyalty of the children and the creating of an appreciative public spirit. All the people, as well as the children, become interested in the city's betterment.

The opportunities afforded the children for appreciated service that is made, at the same time, to arouse a wholesome spirit of rivalry and to stimulate to wholesome pride in superior accomplishments, with results that are beneficial cannot be too highly appreciated. With the prizes given, the work, which is most healthful, becomes recreation that offers untold advantages over sports, that, outside of the physical training have no object except that of outrivaling or overcoming friendly competitors. These have their values but they are largely limited to the few individuals who may participate therein.

In Red Wing, a city of 10,000 population, seven hundred children are brought into activity and rivalry in a recreation that is much more fruitful in all-around, even, healthy, physical development than are over-worked sports where injury instead of good result from sudden overexertion. The whole citizenry must be deeply and profitably interested in a game for a "spotless town," the cultivating of gardens, the raising of plants and flowers, the beautifying of the homes, the making a city delightful. The building up of better, more public spirited men and women, loyal model citizens with a high purpose to serve, must be the result. We congratulate the people of Red Wing on the happy conditions that are to result to their beautiful city, within its amphitheater of hills, with its enchanting scenery on the upper Mississippi, in all the years to come. We are not surprised that the "Republican" considers the Children's League one of its best assets. We believe it should be also considered by the citizens as one of the city's most valuable assets in the larger sense of a permanent benefit to all.

◆ ◆

The first holiday issues of this year to reach our office are the "New Zealand Illustrated, The Christmas Number of the Weekly Press" of Christ Church, New Zealand, and the "Star and Herald" of Dwight, Livingston County, Illinois. The two papers are distant from each other by thousands of miles, as to their places of publication, but nestle together in peace, brightness and good cheer on our desk. The Press, as ever, is filled with magnificent illustrations of scenes in that wonderland of the South Pacific Ocean. It is bound in a marveously artistic cover, printed in vermillion red, green and gold.

We never receive one of these annual, illustrated issues of the Weekly Press without a desire to visit New Zealand. Some of the finest illustrations this year are of "Christ Church Cathedral," Canterbury College," "Autumn in Hagley Park," "Picking the Grapes," breaking with six yoke of oxen in one place and with steam driven gang plows, six in number, "On the Canterbury Plains," "Securing the Wool Clip," a dozen or more views of mountains and natural scenery, unsurpassed in picturesque beauty and grandeur, and last but not least, in the form of a supplement, "New Zealand in the War," showing an ocean transport ship, loaded from lower to upper deck, and on the swinging life boats, even up the masts, which they have climbed, with the fine soldiers of this new land, waving good-byes to their thousands of friends on shore. They are sturdy reinforcements leaving the Dominion. These special issues of The Press are given up largely to novelettes portraying life, to descriptive and character sketches and portraitures. This number is rich in advertisements of highly illustrated and artistic character; aside from the usual Christmas advertising, hotels, automobiles and transportation companies occupy large space.

The Dwight Star and Herald is printed on sized and super-calendared clear white, book paper, and, with good typography, fine black ink and excellent press work, makes a most attractive appearance. The colored covers are from the Western Newspaper Union, in red, green and black, showing Santa with a generous pack on his back negotiating a descent into a chimney that looks all too small. The advertising is generous and indicates naught else but prosperity and unequalled abundance and wealth. The advertisements are telling and artiscally handled and correctly displayed

"The Star and Herald" is published by Allan S. Holbrook with William G. Dustin, a veteran in the calling, as editor. The following extract from an editorial in this number on the "Home Paper" can be read with profit by editors and with greater profit by their subscribers:

> It is the home country paper which the rural people have to depend upon for good clean news. It is the home paper which appeals to the whole family. When the home paper comes each week every member wants to read it. It is a question who gets it first and many times two or three read it together or some member of the family reads it out loud.
>
> Why is it? Largely because the paper, those connected with it and the readers, enter into the life of the whole community in some manner. The paper contains the news they want—the news of their relatives, neighbors, friends and even their enemies (if they have any). It reports the joys and sorrows, successes and failures.
>
> The people who take the home paper, and the editors, publishers, reporters and all connected with the institution, are one big family, and when the paper comes they all talk the doings over together.

"The Star and Herald" lives up to its ideals and gives a great amount of home news and personal mention, and tells of the numerous improvements, and relates many pleasing facts of unequalled street improvements, of a new artistic city hall, of practical design and construction that adds to the beauty of the city and the comfort and accommodation of the people, and of other semi-public and private structures, like an I. O. O. F. hall, that are a credit to the builders and to the city, adding to its beauty and the well-being and convenience of the people. Then there are words of friendly counsel, encouragement, caution and advice such as a home paper is permitted and expected to indulge in, for the benefit of each and all of the members of the community-family. It is by such examples and counsels that the hundreds of beautiful home cities of America are made to advance, improve and beautify.

Newspapers should not overlook the economic plan proposed for the standardizing of newspapers as to size of sheet used. It is said that some five hundred or more different sizes of paper have to be kept on hand by jobbers in order to meet the varying demands. This involves a large expense and adds to the cost, besides this the cost of manufacture could be easily reduced if all newspaper printers would use the same uniform size and quality. Printers all know the economy of long runs without change.

◆ ◆

Shortage of paper seems likely to result not only in the more thoro editing and condensation of news but also in the elimination of much that has been of doubtful legitimacy or value, as well as of too numerous publications. It is unprofitable to print two daily papers in a city that can profitably support only one. Combinations of both daily and weekly papers in some cases will probably be found wise and the combined publication will prove of greater credit and be more profitable to both the city and the publishers.

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"Necessity is the Mother of Invention" and now Dr. Thomas Jameson of Wisconsin is said to have invented a new, practical and economical method of transforming old newspapers into new, white, clean newspaper stock to be used again for newspaper printing. At last accounts he was conferring with newspaper publishers in New York as to his new methods which he is said to have tried out in paper mills in Wisconsin. The Neenah, Wis., Daily News, it is stated, has been printing its edition on the new stock, for a month or more, with excellent results. A mill is to be constructed for the manufacture of the new paper. May it prove a success. As the paper in many of our large dailies costs more than the price of subscription, subscribers by turning in their old papers, will, possibly, be relieved from making any payment for their newspapers but will get each newly edition in return for the old. Would it not be a consumation greatly to be wished?

* * *

In the days of great orators in Greece and Rome, truth was held to be the foundation for all true eloquence. The idea is that the mind recognizes and the heart seizes upon the truth that instructs and inspires. If this were true, and is true, as to public speech, where there is no time for careful thought or consideration, how more important must truth be to the editorial that is to be read in the quiet of the home with full opportunity for consideration, free from all the influence of the presence and compelling personality of the author. There is a convincing force in truth, fully comprehended and fully believed in by the writer. There is, too, in every well balanced mind, in every conscientious soul, something that comes as an instinctive response and makes the reader exclaim within himself, why, that is what I have always believed. Candor backed by the inspiration of absolute conviction should characterize every editorial paragraph. This will give to the whole paper an impress of reliability and sincerity and there is no greater asset than a well earned reputation for trustworthiness in everything all the time. There is an old Latin saying, "falsa in uno, falsa in omnia," (false in one thing, false in all) and it is very easy to get a reputation for unreliability. Mistakes in news, hastily gathered, may be forgiven, if there is evident endeavor to secure the facts and a promptness in correcting errors as soon as discovered, but in editorials, as in advertisements, there can be no excuse for misstatements.

* * *

In the writing of editorials much might be learned as to what not to write, by considering the matter of many of the speeches made during the recent political campaign and the unfavorable results that followed. These speeches, many of them, lacked in candor and fairness. They seemed more like the pettifogging in a justice court, or before a petit jury, with the idea that the way to win is to abuse the opposite side, plaintiff or defendant, without rhyme or reason.

Editorials generally should be informing, interpretative and inspiring. If denunciation is needed there should be first a clear, logical deduction based on facts, in statements pointed and as brief as possible, and then the denunciation should come as the natural expression of the thought and feeling of the reader as much as of the written lines. Unless the reader is conscientiously carried along with the writer into the full spirit of the denunciations, the result is more likely to be sympathy for the person or cause denounced than the sought for condemnation. In a recent talk on "The Writing of the Editorial" by W. R. Orchard, editor Council Bluffs Daily Nonpariel, an ably edited and conducted paper, which we have heretofore found occasion to commend, very important truths with regard to editorials in a modern newspaper were stated.

The address was given at a newspaper conference at the Iowa State University at Iowa City. Mr. Orchard rightly declared: "To be effective an editorial must be fair and just. It must be pertinent. It must be logical. It must be devoid of malice. It must appeal to reason and inteligence and avoid appeal to passion and prejudice. It must be brief and pointed.

"If I were nailing a motto to the desk of the American editor I think it would reading something like this: 'You cannot afford to be unfair to those who do not agree with your policies.' "

When the time comes, if ever, this side of the Millenium—when newspapers and men who are entirely great, seek the general weal, the good of the individual, the community and the State, instead of merely place, partizan aggrandizement, pelf or power then candor and truth will be demanded on all occasions as a sine quo non. Candor is now the strongest force for the establishing of genuine confidence in a newspaper, commanding unquestioning patronage and winning permanent success. We fully agree, after nearly fifty years of observation and experience in the field of newspaper making, with Mr. Orchard's further assertions:

"There is profound need today of editors who assume the attitude of judicial interpreters of political policies rather than biased advocates of party candidates and party policies without regard to their intrinsic merits or acknowledgment that there is some merit on the other side. The drift away from the radically partisan journal has been pronounced in recent years.

"In the not far distant future the one-paper town will have but one paper. During a political campaign the columns of this journal will be open to al sides. Editors will continue to express their opinions on political as on other subjects, but they will be more judicial and less partisan. They will not pursue a policy of exaggeration in one direction and suppression in the other. They will publish all the news and all the opinions that are worth while. Then, newspapers will be published only where there is economic necessity."

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The Newburgh, N. Y., News has been offering prizes for criticisms on advertisments appearing in the paper with apparently very satisfactory results. This is a new school for improved advertising in which the readers, the prospective buyers, are to be the teachers. Each critic or teacher selects what seems the most appealing advertisement and tells why. One of the lady writers makes the following very interesting reply that contains strong argument to be used to convince those merchants who should be advertisers and is just as forcible and convincing in one city as in another:

In reply to the inquiry, "Do you use The News ads as a guide to shopping?" she replies, "It is the only way to know."

"In your earnest request for public opinion in regard to advertisements, I will candidly state that business depends on advertising. Why do the first class shops on Fifth avenue advertise in New York City? Because it attracts the wealthy women, as well as those in less fortunate circumstances. They do it because all classes read the newspapers.

"Wearing apparel and bargains always attract women. Therefore it is up to the merchants to have the snap and ginger in their ads, the descriptions and the illustrating.

"In my opinion, and in the opinion of those whom I have heard talk, 'Schoonmaker's have just the up-to-the-minmute effect,' and it would be profitable if other constume houses were to take notice of this example and not waste so much space in self-praise. Customers will find that out themselves."

Mohican Store Advertisements

Another critic selects the Mohican store advertisements because of their value as a guide as to what to get . "There is a suggestiveness about them," she writes, "because they give you an idea of what will answer your purpose at a reasonable rate."

Another Schoonmaker Devotee

A Beacon reader, also selects Schoonmaker's ad because it "is attractive, pictorially and in its descriptions; because it specializes, has conspicuous space, is largely itemized and has attractive prices."

Hold Debates on Ads

"We hold debates on the ads in our house," the writer says. The same critic says that she always is particular interested in the advertisements of the Mohican Co., the Up-to-Date and Barnett & Buck.

" We acquaint each other on The News ad bargains. Reason? We're women."

Reliability and Square Deal

Another writer says: "I think that The News and Schoonmaker go hand in hand for reliability and a square deal."

Favors Mr. Ross' Ads

Another Newburg critic says: "I consider the advertisement of David J. Ross the best. It has effective display and appropriate illustration. It is well balanced and does not exaggerate. In my judgment it would attract and arrest the attention of the buyer."

The contest is still open.

The Effect of Shortage of Print Paper and Other Existing Conditions on the American Newspapers

The following letter was sent to a selected list of publishers and editors in different parts of the United States:

Will you kindly give in one hundred words, or so, your views as to the difficulties arising from the high price and shortage of paper? Would the best results and probably a permanent benefit be secured by the press thru a more thoro editing and condensation of news and advertising? also eliminating extended details as to crimes and the so-called humorous pictures, thereby greatly reducing the size of the paper?

Please also state briefly as a contribution to the good of the calling your ideas of the present needed profitable service of the press in view of existing national and world wide conditions. It was said by one of olden time, "In the multitude of counsellors there is safety." Certainly there is wisdom and mutual benefit in the comparing of views among men of the same calling, especially when new difficulties and new responsibilities are to be met.

The National Printer-Journalist, with the object of useful service in view, desires to present in its December issue views of editors and publishers in different parts of the United States.

A prompt reply will be greatly appreciated.

Fraternally yours, B. B. HERBERT, Editor.

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Replies

The Des Moines Capital,
Des Moines, Iowa.

Small Profits of Production Caused Shortage in Manufacture

I believe there is a paper famine, a shortage of paper due to insufficient powers of production. I believe this difficulty dates back to the time when the American Newspaper Publishers' Association fought the paper manufacturers and reduced their profits to such a degree that capital avoided the industry.

Relief Through Decreased Consumption

I believe the only relief is going to come from a decrease in consumption, which is undoubtedly going to be forced by the high price of the product itself. The new prices announced by the International Paper Company, and which will establish a basis for other manufacturers, is going to compel every publisher in America, willy-nilly, to reduce consumption, increase subscription and advertising rates. Ultimately this is going to mean better newspapers and better advertising. The managing editors and publishers are going to pay more attention to a line of news, and every item will be handled with loving care as to its value for the reader. The advertiser will necessarily produce the best copy that is in his system, and will confine his advertising to only the very choicest of mediums.

The paper shortage is causing a revolution in the newspaper and publishing business, and it is going to require several years to complete the readjustment.

Courage the Greatest Need

With respect to your second inquiry, the one most needed thing in America today, in men and newspapers, is courage. Little can be expected from the politicians or office holders, and the hope of the country must be a press that is willing to assume leadership, no matter what the consequences are to its advertising and subscription lists. As a matter of fact, a timid press is an unsuccessful press. The world admires courage and always will, and those newspapers will be the greatest successes that hue closest to the line of fearlessness and public duty.

THE DESMOINES CAPITAL,
Dec. 1, 1916. By Lafe Young, Jr.

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Eliminate Page Feature Stories and Cut Out Comics

The Montgomery Advertiser,
Montgomery, Ala.,
Dec. 1, 1916.

National Printer-Journalist, 4614 Ravenswood Ave., Chicago, Ill.

Gentlemen:—Replying to your letter of the 20th ult., requesting an expression regarding the white paper situation, will state that we believe that the papers thruout the United States should entirely eliminate page feature stories and print only one comic streamer each day. If this was carried out generally it would reduce the paper consumption 15 per cent in the course of one year and affect some relief, The Montgomery Advertiser has followed this course for the past four months without losing a subscriber.

Very truly yours,
CHAS. H. ALLEN,
Publisher.

A Sounder Condition of Affairs to Come

The Brooklyn Standard Union,
Brooklyn, N. Y.,
December 1, 1916.

National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Gentlemen:—In reply to your favor of the 29th ult. "Heaven helps those who help themselves" and I see nothing for the newspapers but to work out their own salvation. Reduction of consumption so that press and cash registers will coincide, economies of the most drastic character should, it seems to me, be effected before the attempt is made to pass along the increased cost. Should these methods not avail it may necessary to advance prices, first circulation, then advertising, and out of the struggle may come, ultimately, a sounder condition of affairs, when newspapers will be bought and paid for, for themselves alone, reversing their present order, of publicity for all mankind and building up of every other business at their expense, and even then the newspaper would be the cheapest and best worth while commodity in the market.

Very truly yours,
H. L. BRIDGMAN,
Business Manager.

Conciseness, Crispness and Accuracy Instead of Bulk

New York Evening Post,
December 7, 1916.

Mr. B. B. Herbert,
National Printer-Journalist,
4618 Ravenswood Ave.,
Chicago, Ill.

Dear Sir:—Your letter of November 29th strikes a vital spot in the paper problem. At a time when everything under the sun has been considered in the way of narrower columns, smaller margins, closing up waste spaces, etc., the omnigatherium has been overlooked to a large extent.

For many years newsprint was cheap and plenty and, with adequate linotype equipment, editors got the idea that the reader wanted bulk when he paid his one or two cents.

I question whether this idea has been altogether wrong but I do know that much trashy and worthless matter has been printed by the newspapers of this country and features and departments that serve no good purpose have been added merely to create the appearance of a newspaper.

Editors and publishers are coming to believe that what the reader wants is crisp, concise and accurate facts, presented in a way that gives the news of the world and of their locality quickly and without waste of time on the part of the reader.

Yours very truly,
EMIL M. SCHOLZ,
Publisher.

Elimination of Frivolous and Trivial News and Reduced Size or an Increase in Price to Carry Great Volumes of Advertising

The Dallas News, Dallas, Texas.
Dec. 4, 1916.

Re: Paper question.
National Printer-Journalist,
4614 Ravenswood Ave., Chicago, Ill.

Gentlemen:—As a reply to your inquiry of Nov. 29th, I would suggest that the reduced size of newspapers will probably cause the elimination of frivolous and trivial news and the publication of carefully edited reports of essential news. It may also result in an increase in the price of certain classes of newspapers. If newspapers are to remain large enough to carry great volumes of advertising it seems clear that the one- and two-cent papers must go up in price.

Very truly yours,
G. B. DEALEY,
V. P. & G. M.

Higher Priced and Better Papers to Meet Shortage

Office of Brooklyn Eagle.
New York.

I think the price of paper of the International Paper Company at 3.25 cents a pound is very high but I don't see that we have any immediate remedy. I believe there is a real shortage of paper and that it will continue for some time. The only way in my judgment to meet the situation is for the publishers to raise the price of the paper. It will be many years, if ever, before the price of paper is back to 2 cents a pound. We might just as well face the situation now as at any other time.

Public Does Not Demand One-cent Paper

The public does not demand a one-cent paper. They would have been perfectly satisfied with a five-cent paper if the publishers had considered their product of sufficient value to keep the price at that figure.

The publishers have nobody to blame but themselves for the situation which they have to face today.

If the price of newspapers went up there would, of course, be a curtailment in the circulation of some papers. In the long run, however, I believe that would be a good thing for the public. People are now in the habit of reading three and four papers a day because they are cheap, but they read none of them thoroly. If they would confine themselves to one or two good papers and read those as they should, they would know more of what is going on than they do today by glancing at headlines, at pictures and at dodger sheets as they are doing.

H. L. GUNNISON.

(The Eagle has maintained the price of three cents a day and the success of the paper goes far to prove the assertion that "The public does not demand a one-cent paper."—Editor.)

An Appreciative Letter from a Newspaper Man Who Is Governor

State of Kansas,
Arthur Capper, Governor,
Topeka, December 6, 1916.

Mr. B. B. Herbert, Editor National-Printer Journalist, Chicago, Ill.

Dear Mr. Herbert:—Your letter of November 28th was duly received and I thank you cordially for your kind words of congratulations upon my re-election as governor. I am, of course, proud of the fine majority which I received and if I can continue to have the confidence and good will of the people of Kansas during my next term, I shall be happy indeed.

I thank you for sending me the November issue of the Journalist. I have read the articles you mentioned with very great interest. You have handled the subjects in a splendid manner.

Please be sure to drop in and see me whenever you get out this way.

With best wishes, I am,

Very respectfully,
ARTHUR CAPPER.

Improvement by a Great and Better Edited Newspaper with Condensation of News and Closer Scrutiny of Pictures and Features

The Times-Picayune,
New Orleans, La.,
December 8th, 1916.

Mr. B. B. Herbert, The National Printer-Journalist, 4618 Ravenswood Ave., Chicago, Ill.

Dear Sir:—While the present high price of print paper is a calamity to a great majority of publishers, it is not entirely without its compensating angle. Cheap white paper has tended to make newspapers cheap in more ways than one. If the present shortage results in better edited newspapers, it will be a blessing to the public. The tendency has been to print entirely too much trash. Condensation of news and closer scrutiny of pictures and features will, in my opinion improve the newspapers of this country.

Yours very truly,
D. D. MOORE,
Editor, The Times-Picayune.

May Prove a Blessing in Disguise

Detroit Times,
Dec. 9, 1916.

Mr. B. B. Herbert, 4618 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert:—The paper famine will prove a blessing in disguise if it forces publishers to eliminate not only the unfit in news and advertising, but the flippant, the insipid and the sensational as well. The Sunday newspapers are the most conscienceless desecrators of leafy woodlands, but all have gone more or less astray in the wastage of perfectly good white paper. The appeal of war-cursed Europe to the American press is too tragically clear to be disregarded. All the power of this mighty instrumentality should be directed against militarism at home and for the enforcement of world peace by international compact at the close of the ghastly cataclysm overseas.

Very truly yours,
JAMES SCHERMERHORN.

"Better and More Readable Papers at the Present Time"

St. Paul Dispatch and St. Paul Pioneer Press.
December 4, 1916.

Mr. B. B. Herbert,
Editor, National Printer-Journalist,
4618 Ravenswood Avenue, Chicago, Ill.

Dear Sir—:Answering your letter of November 29th in regard to the white paper situation.

I think it will be quite generally conceded that American publishers are making better and more readable newspapers at the present time than ever before. This, as everybody knows, has been occasioned thru necessity, brought about by the shortage of print paper.

It is quite likely that only a step has been taken in this direction, and as time goes on, news can be better edited from press to smaller space, with a profit both to publishers and readers.

There is no doubt but that there is a real shortage of paper supply and this undoubtedly is going to increase unless drastic efforts are taken for curtailment thru the consolidation of newspapers and the elimination of large magazine supplements that go to make up the issue of prominent Sunday papers.

The present price of paper is unreasonable, and if there was a concerted effort on the part of the public to act wisely and together instead of bidding against each other for a supply that cannot be increased by such actions, they would be much better off.

The position that the men employed in the paper makers union should not be called upon to work continuously has justice behind it, but this situation might be met in a different way by making an agreement with the union organization to utilize a special crew for Sunday work without asking the regular men to work seven days or nights.

Yours very respectfully,
The Dispatch Printing Co.,
GEORGE THOMPSON,
Publisher.

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Much Good Possible from Reduced Size of Newspapers

The Courant,
Hartford, Connecticut.

National Printer-Journalist, 1418 Ravenswood Avenue, Chicago.

Gentlemen:—In reply to your inquiry, I would say that, in my opinion, much good would be done to the newspapers of the United States if they would be induced to reduce their size, but how that can be brought about, I do not see. The argument is made that the comic pictures and special features which have been introduced from time to time have proved popular and "sell papers." It would be an interesting experiment if somebody would start a newspaper with condensed news and modest headlines, and without features that belong properly in weeklies or magazines, if they belong anywhere at all.

Yours very truly,
CHAS. HOPKINS CLARK,
7 December 1916.

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"WHAT KIND OF A NEWSPAPER DO YOU WANT?"

Let the Good People Speak by Their Acts, A Connecticut Editor Tells a Men's Union

It is gratifying to note the frequency with which editors are called upon, of late years, to address business, promotive, social and other organizations of laymen. In times past, lawyers, politicians, and clergymen were generally the men asked to do the talking stunts on all occasions, but it is very evident that the gentleman behind the guns in newspaper offices are coming in closer personal touch with the people. This is well, notwithstanding the constant opportunities of expression thru the columns of the newspaper, the matter in which must be directed, in a general way, to all the readers. The members of the newspaper calling have many advantages over the members of other callings, for close information as to all interests, and the newspaper itself is all the time of broadest interest.

Wm. H. Taylor, of Hartford, favors us with the copy of an address, printed in the Rockville (Conn.) Leader, by Editor Frank G. Macomber, of the Hartford Sunday Globe, delivered before the Rockwell News Union. His theme was "What Kind of a Newspaper Do You Want?" He showed, by comparing the circulations of different papers that about nine tenths of the people buy the kind of papers that most good people say they do not want, tho there are a few notable exceptions.

He conclusively proved by examples, that subsidized papers have invariably proved a failure and have ceased to exist. He also proved to the great honor of newspaper publishers that in the face of the fact of the great circulations secured by the sensational or so-called yellow newspapers, that these and even the semi-sensational newspapers are the exception instead of the rule.

In closing he said: "To my mind the best endorsement that can be offered as to the clean-thinking, progressive public-serving attitude of the average newspaper editor, lies in the very fact that the sensational or even semi-sensational newspaper is an exception to the rule. I mean by this that there are ten clean, non-sensational newspapers printed in this country to every one sensational or semi-sensational newspaper.

"This is the case despite the fact that newspapermen have the unquestioned proof that there is more money and more support to be had by publishing a sensational newspaper than a clean, constructive one.

"If the public is sincere in wanting the type of newspaper that it claims to, the public can prove it by supporting that type of a newspaper. It will not serve the purpose to stand on a street corner and discuss newspapers while you spend your money buying that type of newspaper which you most severely criticize."

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A two and one half cent coin is being advocated to meet the higher prices of these world-war times, when the one-cent is too small and the five-cent piece too great. It is suggested that one of the uses of the new coins would be the purchase of newspapers that cannot profitably be sold for a cent and yet can be afforded for less than five cents.

Home Town Service—The Community Spirit

WE showed a pretty good example, last month, in our story about the Northfield News, of the community spirit—of the town and country getting together. Now, in the Capper Bulletin for December, that has just reached our desk, our attention is held by the caption, "Your Town Is You." Under this heading, follows an address by Marco Morrow, advertising director of the Capper publications, before a "Farm and Town Get-together" meeting at Abilene, Kansas. We like the newspaper or other publication that is actively represented among its constituent patrons on all occasions that are planned for betterment or sociability and lending a hand. We like Marco Morrow as such a representative, because he has heart, sympathy, understanding, and an active intellectuality. He thinks and makes others think and feel. Over fifty years ago, at Red Wing, Minnesota, we used to meet in Methodist class meeting, another Morrow, who was always bubbling over with emotion, in the relation of his religious hopes and experiences, from an inexhaustible fountain of deepest feeling and human sympathy. We were then a boy of seventeen and he a man of thirty years. He was lovable in appearance, as well as in thought and words. The impression he made on our mind has always remained.

Deep feeling, coming from deep-seated conviction, knowledge and experience, is a very excellent attribute or endowment for even an advertising man who has to understand and to deal with the wants and aspirations of all kinds of people. We have often wondered if Marco were not a son or nephew of our old Methodist class-meeting friend in Minnesota, for feelings of sympathy and desires and efforts for helpfulness are recognized in his writings and are just as sweet, commanding, inspiring and beautiful in the work of the day as in religion. Sympathetic, helpful work is the very highest and noblest kind of religion. It is the religion of service, that the humble Teacher from Nazareth placed highest and first. This, that we have just written, may be thought only a pleasing reverie, yet reveries form a large part of yourself, and "Your Farm Is You." "It depends," as Mr. Morrow stated in his address, "entirely upon the kind of a person you are." "There are two kinds of people on earth: those who help and those who are a liability; the producers and the parasites. We must all prosper together. This is the only spirit in which we can approach the problem of community betterment. No man lives to himself alone. The individual's prosperity depends upon the prosperity of those around him.

"We must also serve together. There is the whole point of community spirit: SERVICE. It isn't picnics and entertainments or even banquets that the farmers need to bind them to the town. It's the square deal; and by the square deal I mean the opportunity to get what they want in Abilene, when they want it, and at as fair a price—mind you, I say **fair** a price, not necessarily as **low** a price—as anywhere else in the world.

"And what are you here for, farmers? You are occupying a portion of God's foot-stool reserving it for your own special use. By what right? Why, that you may **serve** your fellow-men. That you may help feed the world, and you are just as accountable to your community and do the public as is any other public servant. The state gives you your title to your farm. And you owe a service to the people of the state that you cannot evade; to the people of your county; to your neighbor on the next farm and to your town.

"Gentlemen, it's worth trying your home town first. Your local merchants are here to serve you. They are your purchasing agents. They want to give you the best service they can. You can help them improve that service by meeting them on the plane of mutual obligation. If something goes wrong don't jump to the conclusion that the merchant deliberately tried to beat you. Remember he is your friend. Go in and talk it over with him. He'll meet you half way. Give him a chance. Do it to be fair. But even if you don't care anything about being fair, do it because it is to your selfish, personal advantage to have the best possible stores and the best possible merchants in Abilene. But you owe more to your home town than your trade. You get full value in immediate returns for that. You owe something to the future. You owe active, personal interest and co-operation that money cannot purchase."

This kind of talk, that helps build up the community, is essential to the welfare of the home newspaper, that as the servant of the people, has its obligation and interests multiplied by the number of individuals in the community. The newspaper can awake all the individuals and make and keep alive the community spirit of good-will, helpfulness and co-operation. To be practically successful , the newspaper man must do more than write and publish articles, inspired with feeling and community interest. He must go out among the people and help in actual direction and organization for the public good. Take, for illustration, the story of the Children's Civic League of Red Wing, Minnesota, published with an illustration in this issue. Such a league would never have been organized and maintained without the active, direct, personal work of the editor, following its promotion in the pages of the newspaper. This reminds us of our own work in that same city of Red Wing, where in 1877 we organized the Red Wing Printing Company that publishes the Republican. We advocated and promoted, in the paper, the formation of the Red Wing Building Association, but it did not stop there. Accompanied by a prominent citizen, J. M. Hodgman, a former mayor, we personally solicited stock until $200,000 were subscribed, and then acted as secretary at $200 a year until the association was a success. It has lived for nearly forty years and has resulted in the saving of hundreds of dollars to the people and in the erection of many homes. In a similar way we helped the formation of the Red Wing Warehouse Company, borrowing $1,000 at the bank to pay for stock and to show our confidence, paying twelve per cent per annum on the loan for three years, until success was assured, and then sold the stock at par, to people with greater capital, for we needed all our own money in our business. It grew into a two million dollar concern and led to the formation of other profitable organizations for the use of the native clay in the manufacture of sewer pipes. The company has paid hundreds of thousands of dollars in dividends, and given remunerative employment to hundreds of intelligent workers. In the like spirit of community promotion, we worked for and assisted in the formation and carrying forward of a furniture factory, two flour mills, a Red Wing Industrial Institute and a Goodhue County Farmers' Club, serving each, for a time, as secretary, for mere nominal amounts or without any pay at all, except the promotion of the welfare and prosperity of city and country. There was, on the whole, a good deal of extra work required, but that work did not interfere to any injurious extent with the work on the paper, and in conducting a printing office, and the business prospered with the building up of the local industries and the improvement of the farms. A newspaper and a printing office is fortunate in the fact that anything that promotes the growth, prosperity and well-being of city or country benefits especially and directly these lines of business which serves all members of the community. The community betterment is an immense reward in satisfaction, besides, the work of this kind, when successful, is sure to be taken up and carried forward by others in similar or even more helpful lines. Public service brings enduring rewards to newspaper workers.

* * *

1917

The first calendar for 1917 to reach this office is from the Wm. F. Fell Co., printers, 1315-1319 Cherry Street, Philadelphia, Pa., with the motto of "Quality Service." It is the kind of service that the company renders as has been abundantly proven by the many specimens of their high-class printing that the National Printer-Journalist has had the pleasure of presenting in reproductions and comments for the instruction of readers with hearty commendation in the years past. While printing from this widely-famed establishment is artistic and sufficiently ornamental, the idea is kept in mind that commercial printing is intended to be read and to emphasize and to keep first and prominent the business represented thereby and therein. The subject matter is never obscured by over-ornamentation. The art is present but is made to enlighten instead of to dull the subject matter. Art in advertising and commercial printing is not for art's sake alone, so that the art alone will be prized and remembered, but to make pleasingly attractive and enduring, in the impression made, the object or subject presented.

The arrival of this calendar is a reminder that the year of 1916 is near its close and a New Year, with all its new hopes, opportunities of service and obligations is rapidly approaching as silently as angels on the wings of Time.

The past year is filled with happy memories, and where there have been difficulties to meet and overcome, in memory's galleries they are hallowed by a joy and sweetness that turn them into an abiding pleasure, and make the future in glad anticipation a storehouse of worthy accomplishment and remunerative rewards and victories. If the barriers of the past have been surmounted, with the added strength and experience those of the future will only serve the nerving to greater effort with a surer, more confident belief in final, worthy success. The printers and newspaper makers of America will find in the year 1916, when passed, much for thankfulness and encouragement.

Notwithstanding some real impediments, with the great prosperity of the country as a whole and with the better organization and equipment of industries, the improved system of efficiency, the better understanding, consideration and development of all natural resources, from vegetable gardens, and the plantations of tropical fruits of Florida and California, the cotton fields of the South, and the grain fields of the West, and the factories of the East, to the mines and forests of Alaska, and all else, in all lines of production and transportation, reaching better understanding and more efficient methods, there is no reason why the year 1917, and all the years to come, should not be better than the past.

We hope for the peace of the world in 1917, and that this will become the "soul's sincere desire" of each and every man and woman over all the earth—a universal prayer that will bring entire fulfillment in an era of peace and good-will with mutual friendships and active, intelligent and well-directed helpfulness. Be that as it may, America will have her opportunity to do a worthy part during the year 1917.

Wishing Wm. Fell Co., printers, and all our other subscribers and readers a Merry Christmas and a Happy New Year, we bespeak for all and each prosperity and long life, with an abundance of printing orders and advertising, at remunerative prices with prompt payments, that the bank accounts may show large balances and all the larders may be well supplied and all the homes be well filled with all household furnishings, works of art, music, and books, and all be clothed as becometh the real nobility of American industries and, as blessings above all else, health, contentment and happiness, ever-present benedictions and rewards for useful service worthily, efficiently and joyously performed.

* * *

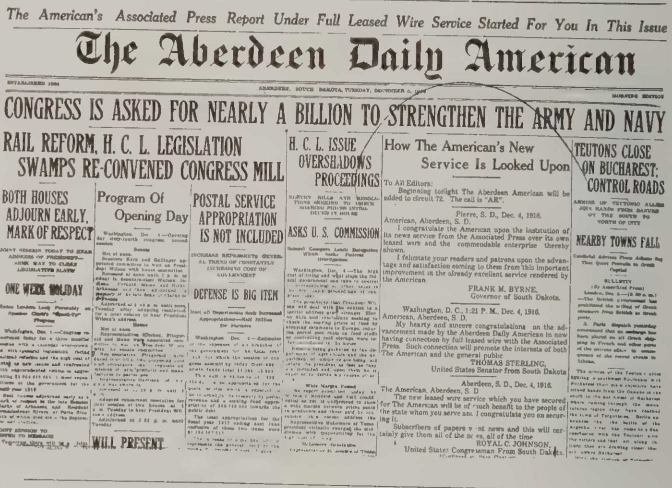
The Necessity and Value of Newspaper Enterprise Illustrated

ENTERPRISE is to be commended everywhere but nowhere else more than in a newspaper that should set the pace for the community where published and for all local business, industries and other institutions in its city of publication and field of circulation. There is no calling to which the favorite Scripture text of Benjamin Franklin—the first great newspaper man and printer of this nation—"Not slothful in business, fervent in spirit, serving the Lord," is more insistently necessary, applicable and valuable. There is no room for slothfulness in a modern newspaper office; there is no other calling than that of newspaper making in which fervor in spirit, earnestness and enterprise are more required for worthy success, nor in which there is greater opportunity or more constant demand for service, and service to men is the highest service to the Source of all good.

A newspaper has a right to be proud and to rejoice over a signal enterprise and always finds its constituents ready to join in the rejoicing; to share in the worthy pride over accomplishment and to accord deserved credit and praise. The enterprise of a newspaper is the concern of all who are served thereby as it should ever strike the keynote of progress and improvement.

The Aberdeen (S. D.) Daily American—a reproduction of the top half of the first page of its December issue is presented herewith—rightly exploits the installation of a complete leased wire report, and the publisher well deserved congratulations.

The governor of the state, Frank M. Byrne, writes: "I felicitate your readers and patrons upon the advantage and satisfaction coming to them from this important improvement in the already excellent service rendered by the American." U. S. Senator Thomas Slesling telegraphed from Washington, D. C.: "My hearty and sincere congratulations on the advancement made by the Aberdeen Daily American now having connection by full leased wire with the Associated Press. Such connection will promote the interest of both the American and the general public."



The American's Associated Press Report Under Full Leased Wire Service Started For You In This Issue

The Aberdeen Daily American

CONGRESS IS ASKED FOR NEARLY A BILLION TO STRENGTHEN THE ARMY AND NAVY

RAIL REFORM, H. C. L. LEGISLATION SWAMPS RE-CONVENED CONGRESS MILL

BOTH HOUSES ADJOURN EARLY, MARK OF RESPECT

ONE WEEK HOLIDAY

Program Of Opening Day

POSTAL SERVICE APPROPRIATION IS NOT INCLUDED

DEFENSE IS BIG ITEM

WILL PRESENT

H. C. L. ISSUE OVERSHADOWS PROCEEDINGS

ASKS U. S. COMMISSION

How The American's New Service Is Looked Upon

To All Editors:

Beginning tonight The Aberdeen American will be added to circuit 72. The call is "AR".

Pierre, S. D., Dec. 4, 1916.

American, Aberdeen, S. D.

I congratulate the American upon the institution of its news service from the Associated Press over its own leased wire and the commendable enterprise thereby shown.

I felicitate your readers and patrons upon the advantage and satisfaction coming to them from this important improvement in the already excellent service rendered by the American.

FRANK M. BYRNE,
Governor of South Dakota.

Washington, D. C., 1:21 P. M., Dec. 4, 1916.

American, Aberdeen, S. D.

My hearty and sincere congratulations on the advancement made by the Aberdeen Daily American in now having connection by full leased wire with the Associated Press. Such connection will promote the interests of both The American and the general public.

THOMAS STERLING,
United States Senator from South Dakota

Aberdeen, S. D., Dec. 4, 1916.

The American, Aberdeen, S. D.

The new leased wire service which you have secured for The American will be of much benefit to the people of the state whom you serve and I congratulate you on securing it.

Subscribers of papers want news and this will certainly give them all of the news, all of the time.

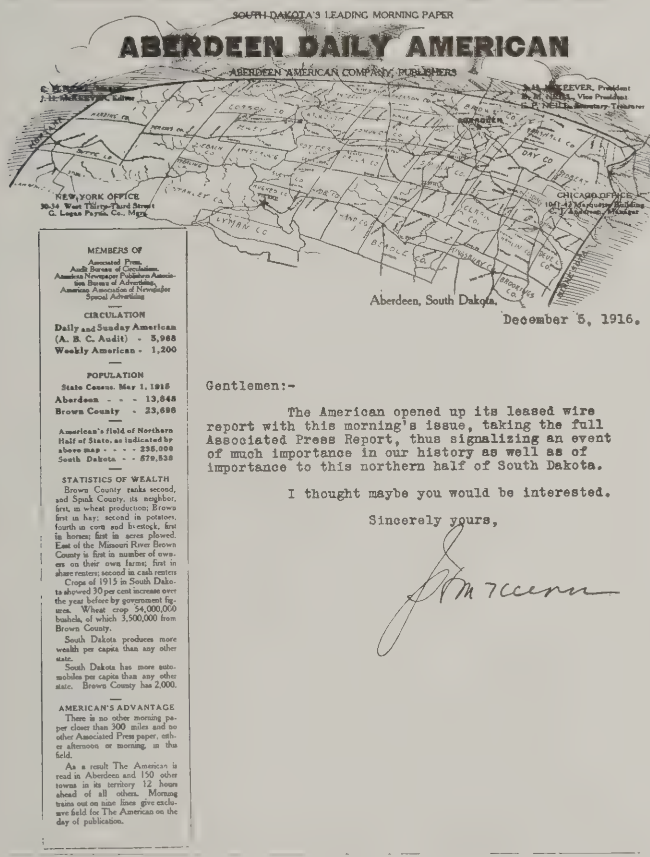
ROYAL C. JOHNSON,
United States Congressman From South Dakota.

TEUTONS CLOSE ON BUCHAREST; CONTROL ROADS

NEARBY TOWNS FALL

Hon. Royal C. Johnson, member of Congress: "The new leased wire service which you have secured for the American will be of much benefit to the people of the state whom you serve, and I congratulate you on securing it. Subscribers of papers want news and this will certainly give all the news, all of the time."

In reprinting these testimonials, the one thing to which we wish to call attention is the fact that unpremeditatedly and probably almost unconsciously, the subscribers to the paper, all the people, are named with or placed above the newspaper itself, for congratulation over the improvement made. It shows how fully the newspaper is recognized as the concern of the people. The worthy newspaper is the daily companion, instructor and friend of the people, the promoter of their interests and the guardian of their rights. Without the newspaper, free government "of the people, by the people, and for the people" could not exist. Without the newspaper, progress would be checked, and business, the industries, and all educational and altruistic institutions and enterprises would languish because of the lack of helpful information and the spur of contemporary examples and criticisms.


Harding Co
Perkins Co
Corson Co
Dewey Co
Ziebach Co
Butte Co
Meade Co
Stanley Co
Hughes Co
Pierre
Lyman Co
Hyde Co
Hand Co
Beadle Co
Kingsbury Co
Brookings Co
Deuel Co
Hamlin Co
Clark Co
Spink Co
Potter Co
Faulk Co
Day Co
Marshall Co
Brown Co
Aberdeen
Roberts
Montana
Minnesota

SOUTH DAKOTA'S LEADING MORNING PAPER

ABERDEEN DAILY AMERICAN

ABERDEEN AMERICAN COMPANY, PUBLISHERS

C. [illegible], Manager
J. H. McKEEVER, Editor

J. H. McKEEVER, President
B. M. NEILL, Vice President
G. P. NEILL, Secretary-Treasurer

NEW YORK OFFICE
30-34 West Thirty-Third Street
C. Logan Payne, Co., Mgrs.

CHICAGO OFFICE
1041-42 Marquette Building
C. J. Anderson, Manager

MEMBERS OF
Associated Press.
Audit Bureau of Circulations.
American Newspaper Publishers Association Bureau of Advertising.
American Association of Newspaper Special Advertising

CIRCULATION

Daily and Sunday American (A. B. C. Audit)	5,968
Weekly American	1,200

POPULATION
State Census. May 1, 1915

Aberdeen	13,846
Brown County	23,696
American's field of Northern Half of State, as indicated by above map	235,000
South Dakota	579,538

STATISTICS OF WEALTH

Brown County ranks second, and Spink County, its neighbor, first, in wheat production; Brown first in hay; second in potatoes, fourth in corn and livestock, first in horses; first in acres plowed. East of the Missouri River Brown County is first in number of owners on their own farms; first in share renters; second in cash renters

Crops of 1915 in South Dakota showed 30 per cent increase over the year before by government figures. Wheat crop 54,000,000 bushels, of which 3,500,000 from Brown County.

South Dakota produces more wealth per capita than any other state.

South Dakota has more automobiles per capita than any other state. Brown County has 2,000.

AMERICAN'S ADVANTAGE

There is no other morning paper closer than 300 miles and no other Associated Press paper, either afternoon or morning, in this field.

As a result The American is read in Aberdeen and 150 other towns in its territory 12 hours ahead of all others. Morning trains out on nine lines give exclusive field for The American on the day of publication.

Aberdeen, South Dakota.

December 5, 1916.

Gentlemen:-

The American opened up its leased wire report with this morning's issue, taking the full Associated Press Report, thus signalizing an event of much importance in our history as well as of importance to this northern half of South Dakota.

I thought maybe you would be interested.

Sincerely yours,

JHMcKeever

We were pleased to receive this copy of the American with accompanying letter. It will be noticed that the Aberdeen Daily American is published in a city of 13,846 and in a county of 23,696, yet has many advantages for advertisers as set forth on the letterhead form. This form, with its contents, is a model. There is a pretty full community survey right on the letter, when it is opened, and the facts given are of the most important and appealing character. There is much in little—multum in parvo. Our fear is that the reproduction cannot be read without a glass but the trouble of using a magnifying glass will be fully repaid. Read and imitate on your own letter stationery.

* * *

An efficiency system in the conduct of church business, and newspaper publicity, were urged at the General Convention of the Protestant Episcopal Church at St. Louis. The Reverend James Wise of St. Louis, bishop-elect of Kansas, said:

"We are coming to the point where we must realize that the church, like all other large organizations interested in molding public sentiment, can best do it thru organized publicity."

Still there are so-called business men who claim that advertising is not a necessity and fritter away what little they may be induced to invest in publicity by occasional announcements instead of testing organized, systematic, persistent newspaper advertising. It is to be hoped that the clergy, having seen the great light along the way of modern progress and accomplishment, may lead their parishioners, who dwell in the darkness of old, foggy business methods, into the light.

* * *

CHANGE IN AN ILLINOIS WEEKLY NEWSPAPER

W. W. Lowis, one of the best known and highly respected editors of Illinois, and for many years active in the Illinois and the National Editorial Asociation, has retired from business and moved to Minneapolis, where we hope he will be on hand next summer to give a greeting to the members of the Thirty-Second Annual Convention of the N. E. A.

He has sold all his interest in the plant and in the excellent newspaper building of the Greenville Advocate to Will C. Carson, the junior member of the firm.

Mr. Lowis purchased the property in 1893 of the estate of George M. Tatham. In 1896, Mr. Carson became an employe of the paper as a reporter. A few months later he was promoted to city editor. In 1906, when Mr. Lowis was appointed postmaster, he turned over his business and editorial management of the Advocate to Mr. Carson, who had had this responsibility ever since. In 1908 he sold Mr. Carson a half interest.

There will, of course, be no change in the policy of the paper. Upon assuming full ownership and control by Mr. Carson, the Advocate of October 16th, stated: "It will be the constant aim to merit this same good will and the same patronage by giving to the people a real newspaper and real service in all the departments of this printing and publishing business. Mr. Carson's association with Mr. Lowis for a period of twenty years has always been a real source of pleasure. The better people knew Mr. Lowis the better they liked him, and it is with keen regret that business relations of such long standing and of such a harmonious nature have been severed.

"Late reports from Mr. Lowis are that his health is improved, and his many Greenville and Bond county friends sincerely hope for his ultimate recovery."

* * *

UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA NEWS NOTES

A Certificate of Cost-Finding is now being annually issued to those members of the United Typothetae and Franklin Clubs of America who send to National headquarters, each year, their complete statement of cost of production and it is found correct, so that it can be used in the compilation of the composite statement. The past year the organization issued a considerable number of these certificates. These have been an effective means of establishing confidence with the buyer of printing as to the prevailing costs in the plant of the individual printer. The logic of this should appeal to every member of the organization; the Certificate of Cost-Finding can be made a valuable asset to the business office and will bring to the holder increased profits, that would not be otherwise obtainable. Members who do not use the Standard Cost-Finding System, should get in touch immediately with the National Office, for information regarding it. If you have not filled out the post card sent you the latter part of last month, do so now. The National Organization offers its members every possible aid in installing the Standard System. A staff of cost accountants are continually employed who do nothing but this work.

Mr. F. W. Fillmore, Cost Accountant, United Typothetae and Franklin Clubs of America, has returned to National headquarters to perform some special work in connection with the Standard Cost System. Cost Installation work will also be a part of his program, in the plant of one of Chicago's largest printers.

Mr. W. VanHinkle, Assistant Secretary, United Typothetae and Franklin Clubs of America, addressed the printers of Kalamazoo, Mich., November 17th, on organization benefits. A large delegation, both from the city and surrounding country, was present.

Mr. Jos. A. Borden, Secretary, United Typothetae and Franklin Clubs of America, was one of the speakers before the National School Book Publishers Convention, held in Washington, D. C., on November 22nd. He also spoke at New York and Philadelphia in the interest of the National organization and of the program of activities planned for the future.

The first meeting of the newly elected officers and Executive Council was held at National headquarters, November 13th and 14th. The two days session was an interesting and lively one; matters of vital importance concerning organization activities were on the program. Those present composed President Traphagen; 1st Vice-President Moulton; Treasurer Southworth; Messrs. Stone, Gage, Green, Cargill of the Executive Council; Mr. Geo. H. Courts of the Advisory Board; Mr. John Stovel of the Executive Committee and Messrs. Saults, Donnelley and Morgan.

Have you seen the treatise on Bindery Production? This is being issued by the United Typothetae and Franklin Clubs of America and really is a valuable volume. It fully explains the most efficient method ever conceived of recording production, and will benefit every printer and binder. If you have not seen this treatise you have overlooked an asset to your business. Send today for a copy of "Classification of Bindery Operations and Operation Numbers." Address your request to the National office, 608 S. Dearborn Street, Chicago.

The following Committees have been appointed to serve the United Typothetae and Franklin Clubs of America for the ensuing year:

TRADE MATTERS: Messrs. E. Lawrence Fell, Chairman, Philadelphia, Pa.; A. W. Finley, Boston, Mass., Toby Rubovits, Chicago, Ill.; John S. Watson, Jersey City, N. J.; P. J. Scott, Minneapolis, Minn., and Geo. H. Gardner, Cleveland, O.

ORGANIZATION: Messrs. Wm. Pfaff, New Orleans, La.; E. H. Lent, New York, N. Y.; John R. Demarest, New Haven, Conn.; H. W. Moulton, Seattle, Wash.; and Jesse Skinner, St. Louis, Mo.

CREDITS: Messrs. W. J. Hartman, Chairman, Chicago, Ill.; Geo. Harland, Detroit, Mich., and D. A. Brown, Kansas City, Mo.

LEGISLATION: Messrs. J. Clyde Oswald, Chairman, New York, N. Y.; Wm. J. Eynon, Washington, D. C.; Chas. E. Falconer, Baltimore, Md.; John E. Burke, Norfolk, Va., and A. C. Balch, Philadelphia, Pa.

PRICE LIST: Messrs. H. W. J. Meyer, Milwaukee, Wis., Chairman; O. A. Koss, Chicago, Ill.; J. O. Shultz, Terre Haute, Ind.; J. Harry Jones, Chicago, Ill., and Geo. L. Stevens, Galveston, Texas.

AUDITING: John M. Cooper, Chairman, Atlanta, Ga.; Bruce P. Shepherd, Nashville, Tenn., and Geo. H. Saults, Winnipeg, Can.

APPRENTICES: Messrs. H. P. Porter, Chairman, Boston, Mass.; E Lawrence Fell, Philadelphia, Pa.; Toby Rubovits, Chicago, Ill.; A. M. Glossbrenner, Indianapolis, Ind., and John Clyde Oswald, New York, N. Y.

COST COMMISSION: Messrs. J. A. Morgan, Chairman, Chicago, Ill.; Frederick Alfred, New York, N. Y.; Robert N. Fell, Philadelphia, Pa.; D. G. Whitehead, Richmond, Va.; A. M. Glossbrenner, Indianapolis, Ind.; H. W. J. Meyer, Milwaukee, Wis., and Edw. L. Stone, Roanoke, Va.

BOARD OF ARBITRATION: Messrs. W. A. MacCalls, Chairman, Philadelphia, Pa.; A. R. Barnes, Chicago, Ill.; B. F. Scribner, Pueblo, Colo.; Edmund Wolcott, New York, N. Y., and L. B. Clegg, San Antonio, Texas.

* * *

NUMERICAL STANDING OF SCHOOLS OF JOURNALISM

Prof. Carl H. Gets, Secretary of the American Association of Teachers of Journalism, in his report in the December bulletin of the Association lists, under the heading, "The Oldest School; Also the Largest," the ten colleges and universities offering instruction in journalism having the largest enrollment in order as follows: University of Missouri, 236; University of Washington, 226; Kansas State Agricultural College, 221; Iowa State College, 199; University of Wisconsin, 178; University of Kansas, 157; Columbia University, 151; University of Michigan, 142; University Oregon, 130; Ohio State University, 104.

Dean Williams of the School of Journalism of the University of Missouri addressed first State Newspaper Institute to be held at the University of North Carolina, Chapel Hill, December 8.

A Newspaper Pageant

IN connection with its seventy-fifth anniversary, The Brooklyn Eagle hit on an idea that might well be adopted by other newspapers in celebrating anniversaries. It was the production of a pictorial play or pageant, presented at the Brooklyn Academy of Music, October 26, to an immense audience.

We have read the pageant and have thrilled and felt our eyes moisten over the presentation of some of the historic characters and events of the last three quarters of a century. How it must have affected the good people of Brooklyn who had lived thru the events and personally knew the great characters portrayed. We then lived away off in Minnesota, but became conversant with many of the affairs and great characters and events of the City of Churches and patriotism during the years from 1861 to 1874. The Reverend Henry Ward Beecher, the Brooklyn pastor, towered among the mighty men of earth in those days and in 1862 rendered a service to this nation, on a speaking tour in England, that has never been more than half appreciated. The sentiment of England was against the North in the early days of the war for the preservation of the Union. The war was taking the food out of the mouths of the laborers in the cotton mills, and Mr. Beecher was, at first, threatened with mobs and his life was in danger, but, under the protection of the police he spoke, and his words of eloquence as he fearlessly plead the cause of the Union, of liberty, humanity and justice, won, and where there were threats of violence there came loudest acclamations of approval and of deepest sympathy for the cause of freedom.

With England against the North, the Civil War would have been greatly prolonged with the added cost of many millions of dollars and the sacrifice of hundreds of thousands more of precious lives. The light of religion and liberty shown brightly from the Brooklyn pulpit to every nook and corner of the north and west of this republic, for Mr. Beecher's sermons were published and read on the farms and in the villages, on the frontier, as well as in the great cities and thruout all the older settled sections of the country.

The Brooklyn Eagle was founded in and has lived thru the times of greatest development and of mighty events. The events set forth in this pageant are stirring. There are things pathetic and dramatic in a newspaper establishment as well as in the outside world that the newspaper portrays and interprets from day to day and from year to year. The author of the pageant is Martin H. Weyrauch, and the prologue, which gives a pretty full synoptical interpretation of the five episodes contained in the play, was by Hans von Kaltenborn. Evidently the descendants of the old Netherlanders are still in evidence in the office of the Brooklyn Eagle. This prologue contains much that pertains to the inside affairs of newspaper office, personal, biographical and historical, that may well furnish suggestions for other newspapers, and for these and the direct interest therein, we give the same in full:

Prologue to the Pageant of The Daily Brooklyn Eagle

Greetings, kind friends, good even' to you all;
'Tis good to meet you in this splendid hall.
When I was born in sixteen thirty-six
We built our cabins with a few rough sticks.

But let me haste to tell in briefest rhyme
Just how, tonight, we mean to pass the time,
Relate the two hours traffic of our stage,
Our story's burden, and our battle gauge.

It is a story old, yet ever new,
How courage wins, how false must yield to true;
How fairest striving gains that richest prize—
To be of good repute in all men's eyes.

Episode I

We show you first the fledgling in its nest,
The Eagle's birth, by all good fairies blest;
And you shall see—Oh! won't it be great fun—
The Eagle printed as in forty-one!

Episode II

How well do I recall those genial days
When Whitman wrote in dear old Brooklyn's praise;
And how the Eagle, guided by his pen,
Sang Nature's hymn, the joy of field and glen.

Episode III

But sterner times came on, the Eagle grew,
Van Anden builded better than he knew;
For when a noble man gives of his best,
His work still lives when he has gone to rest.

So his tradition, virile, fearless, kind,
A valiant spirit and an open mind,
Became established in the Eagle's heart
There to remain as an enduring part.

Our pageant shows that politicians' wiles
Did not avail to win Van Anden's smiles;
That independence from the party chain
Has always brought the Eagle reader gain.

Episode IV

Then came those days that tried the souls of men.
The war clouds rolled. McCloskey's brilliant pen
Spoke for the South, but not for very long.
Tonight you'll hear, in words both plain and strong

That he who leads the Eagle's valiant band
Must render loyal service to our land.
That no man who denied our Union's cause
Could go on scratching with the Eagle's claws!

You'll see Kinsella take McCloskey's chair,
A printer once, self-taught to do and dare.
When Civil War brought hard disaster nigh,
He laid the course with an unerring eye.

Episodes III and IV

The Eagle prospers, and its roll of Fame
Is now inscribed with William Hester's name,
The founder's nephew, who, while yet a boy,
Won his own spurs and gave his uncle joy.

You'll see him get his job here on the stage;
You'll see him grow from youth to riper age.
And tho six times ten years have passed away,
This sturdy pilot guides our craft today.

Episode V

Brooklyn grew with the Eagle, and its fame
Spread thru the world with Henry Beecher's name.
Old Plymouth pulpit rang with words of fire;
God's truth went home and saved men from the mire.

Then scandal raised her all-defiling head.
The whisper grew, by other whispers fed.
You'll see the Eagle, proud of just renown,
Help Beecher fight this ugly scandal down.

Episode VI

The wings of Time beat on, and with their beat
The Eagle builds and grows until our sheet
Spreads its fair fame to farthest sea and land,
Led to the heights by Chief McKelway's hand.

All felt the magic of his mighty line,
His love of truth, his passion half divine,
For justice, goodness, and the righteous cause,
His hatred of all men who broke God's laws.
The reader thrilled under the writer's spell;
The nation mourned when this great leader fell.
Hail to the Chief, his spirit guides us now,
Time cannot dim the laurel on his brow.

We should be mindful on this happy day
Of others whom the Reaper took away.
You'll see them here in pictures on the screen,
For we shall always keep their memory green.

Episode VII

But lest you think we never can be gay,
There is a scene ,the last one in our play,
In which our boys and girls will dance and sing,
In fact, you'll see them do most everything!

But how I ramble on; the minutes fly,
And Mynheer Breukelen having taught your eye
To read our scenes as quickly as they run,
Will quit the stage that they may be begun.

* * *

THE PALM FOR GRATUITOUS SERVICE

It is generally considered by printers and binders that they hold the palm for the number and variety of helpful and gratuitous services rendered their customers, and when they are accorded the same treatment they are willing to give due credit to all concerned; all of which pertains to a little transaction between a prominent Cincinnati printing establishment and Mr. M. W. Bechtel of the American Folding Machine Company, Warren, Ohio.

Briefly the facts are that the printing concern took on a big rush job; owing to some unforseen delays, it was seen that their folder equipment could not get the work out for the promised delivery and Mr. Bechtel was asked what his terms would be for the loan of a high speed machine.

The answer, while unexpected, was characteristic ——.

Mr. Bechtel had a machine crated up and shipped by express prepaid (because freight is uncertain nowadays). He then advised the Cincinnati house that the machine was on its way and that "finacial matters could be arranged to the satisfaction of both parties after the big job was out of the way"—for the time being he was satisfied with the idea of being of service to an old customer.

This is the same fraternal spirit which prompts a printer to place his plant at the disposal of a fire-stricken competitor.

Mr. Bechtel shows signs of qualifying for admission to the inner ranks of the fraternity.

* * *

LANSTON MONOTYPE COMPANY'S GOOD SHOWING

At a meeting of the board of directors of the Lanston Monotype Machine Company, held Tuesday, December 5, 1916, the president reported that the business of the company for the first nine months of the fiscal year showed a very remarkable increase, that the domestic sales of Monotypes had increased nearly 75% and that the profits for the nine months were at the rate of 12%.

ADVANCING PRICES

Newspaper men and printers, in the face of nearly always close competition, seem very fearful of any attempt to advance prices. We presume that this is, in part, because so many people and often shrewd business men, and even newspaper makers and printers themselves, have not been educated up to the fact that newspaper advertising and commercial printing are necessities of modern life and business. We judge, however, that this timidity has come largely from fear of the other fellow—the esteemed competitor. There has been a good deal of education along these lines but much more seems needed. We have had occasion to state on several occasions, from our own experience, that the great majority of people, especially of business men, are entirely willing to pay just prices and to concede that printers, like themselves, should receive reasonable profits. The great trouble is ignorance as to what are fair charges. In these days of high prices on everything else, education as to the need of higher prices to the printerman and publisher has become easier than could be the case were the higher prices confined to paper and printing materials. It is necessary just the same but with proper information given, little trouble has been experienced. The plan, noticed elsewhere in this issue, of running for three or four issues of the paper, the reasons why a raise in prices is necessary and giving notice for two or three weeks of the time the advanced prices would go into effect, with the statement as to what will be the new prices, is excellent and can profitably be adopted. This method convinces patrons of the need and avoids all misunderstanding.

It was found some few decades ago in our national affairs that the way to resume was simply to resume. The resumptions proved easy when the decision was made and the step taken. The same principle applies in the needed advancing of newspaper and printing rates.

This is the way in which the four leading dailies in Pittsburgh, acting in concert, solved the problem. The following appeared simultaneously in each paper:

"Owing to the great increase in the cost of paper and of practically all other materials entering into the production and distribution of a daily newspaper, the afternoon papers of Pittsburgh are compelled to increase their price, beginning Friday, December 1, 1916, from one cent to two cents per copy, and from six cents to twelve cents per week delivered.

"For over two years the Pittsburgh papers have borne a heavy addition to the cost of their news services and higher expenses in practically all other departments, yet had hoped to continue service to subscribers at the old rate of one cent per copy. The enormous rise, however, in the price of paper, which has caused and is causing one cent papers all over the country to double their selling price, has made it imperative that each of the Pittsburgh papers take like action."

The afternoon papers in this city are the Chronicle-Telegraph, the Leader, the Sun and the Press.

* * *

OPPORTUNITIES FOR SERVICE BY THE PRESS

The New York Evening Post,
December 9, 1916.

National Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Illinois.

Dear Sirs:—Replying to your inquiry, I am of the opinion that our American newspapers have been profligate in the consumption of white paper and have paid less attention to the quality of the news and its conservative display than they have to quantity ad the spreading out of sensational stories. I am emphatically of the opinion that if we edit more thoroly and condense the news now we shall achieve permanent benefit for the press.

As for the opportunities for profitable service now before the press of America, I cannot feel that anything compares with the opportunity to compel the country, thru rousing of public opinion, to act for peace, not six months from now but NOW.

No greater lustre could come to the fame of the United States than that which will come thru him who succeeds in initiating the negotiations which will bring about peace. And then the press should devote itself in season and out of season to putting this country in the way to lead in the reconstruction of the world at the close of the war in the paths of internationalism and of permanent peace, thus doing away with armaments and preparedness and all that talk of relying upon froce; which the European was has shown to be so utterly futile.

Surely if there ever was an example of the fact that those who take up the sword shall perish by it, we are getting that example in Europe. The press of the United States should leave no stone unturned to see to it that the everlasting honor of making a recurrence of these conditions impossible shall come to us Americans and not go to any other country.

Sincerely yours,
OSWALD GARRISON VILLARD.

* * *

George Ellis Finlay, son of Mr. Albert W. Finlay, Ex-President United Typothetae and Franklin Clubs of America, has not only made excellent progress in his studies in Printing Courses at Carnegie Institute of Technology, but has also proven to be such a stalwart on the football team that he has just been elected to the captaincy. All printers should root for "Carnegie Tech."

THE BUTLER DAY

SUCCESS THRU MAINTAINING AN EFFICIENT BUSINESS ORGANIZATION

IN the September issue of the National Printer-Journalist, we gave a brief account of the Butler Day picnic. Since then the company has given, in a handsome, illustrated pamphlet, an account of the happy occasion, that incidentally contains many things of educational value to all proprietors of any business that involves an organized force of employes.

The importance of permanent, efficient organization cannot be overestimated and the one thing that first attracted our attention, on the receipt of the pamphlet, was a plate containing the portraits of those who had been in the employment of the J. W. Butler Paper Company for twenty-five years or more. This plate, by courtesy of the company, is presented herewith for the reason that many of our readers will be pleased to look upon the faces of many of those with whom they have been in business transactions during the past quarter of a century, and because of the plate and record, with every name given, of the time of service, impresses the thot of permanency in this prosperous business, more forcibly and pleasingly than would be possible in a mere narration of the facts.

We have frequently written as to the great benefit of keeping up a permanent organization. Long service speaks well for the house and for the employes. The spirit that pervades the members of the establishment, employers and employes on Butler Day, tells much for the earnest good-will, enthusiasm and co-operation in work that characterizes the conduct of the business during the years as they pass.

Butler Day has been set apart by and for the employes of the J. W. Butler Paper Company for the purpose of merry-making. Everyone has a royal good time—everyone gets acquainted with everyone else, and the result is of inestimable value to all concerned, for, once being acquainted each with the other, friendships and fellowships and an ever-widening spirit of helpfulness, sympathy and co-operation pervade the great organization. That spirit crowns efforts with more of pleasure and profit, not only for employers but for workers.

The following story of the house will be found of general interest:

The Story of the House of "Butler"

Julius Wales Butler, having learned the paper-making trade in the mills of the Butler family in Vermont and Massachusetts, came west to work with his elder brother, Oliver M. Butler, who had located in St. Charles, Illinois.

Here, Oliver M. Butler had erected a mill on the east side of the Fox river, in 1840, for the manufacture of wrapping paper, and, shortly after the completion of this, erected a print-paper mill on the opposite bank. This print mill was the first one operated west of Pennsylvania, and at one time every newspaper from Detroit to the Rocky Mountains was printed on its product. Material for the newspapers on the Pacific Coast was then shipped from the East by sailing vessels around the Horn to San Francisco.

In 1844 a jobbing house (now the J. W. Butler Paper Company) was established in Chicago to dispose of the paper made in the mills at St. Charles, and a few years later this business was placed under sole charge of J. W. Butler. The paper in those days was brought to Chicago, and thence delivered to points as far distant as Galena, Janesville, Milwaukee, and St. Paul, in wagons drawn by horses or oxen. The wagons, having delivered the paper, were loaded for their return trip with rags for use in the paper mill.

The house was opened at 44 State Street, and moved in 1869 to 114-116 Wabash Avenue, where, during that same year, the store was destroyed by fire. They immediately opened new quarters on Market Street, between Randolph and Lake. In 1870 they moved to Monroe Street, occupying a building on the site of the present Harris Trust & Savings Bank. Here they met with disaster in the Chicago fire of 1871.

For a short time, while new buildings were being erected after the great fire, they were located on West Washington Street, and then they moved back to Monroe Street. At this time they were renting but one floor and the basement, and their sales force consisted of three men.

Some of the older employes can remember the time when the whole organization numbered less than twenty people, and the story they can tell of its growth is wonderfully interesting. They have seen it grow from almost nothing to the great establishment that now leads the world as paper merchandisers.

In this brief recital we can give but few details, but those who thirst for more are advised to get in touch with any of the old guard whose pictures are shown on the center page of this book, all of whom are intensely proud of their association with the oldest paper house in America, and of the parts they have played in making it the foremost, with the Chicago store as its nucleus, and eighteen branches and agencies throughout the United States, Canada, and Latin America.

Since 1630, when the first Butler came to America, the family has been an honored one, constantly engaged in the paper industry. Their unfaltering principle of truth and right, during centuries passed, has brought them to the point where we may say without contradiction that the name and policies of the house are known and respected, both here and over seas. Theirs is a sacred trust to uphold this standard, so ably preserved, promoted and handed down to them by the founder of the house.

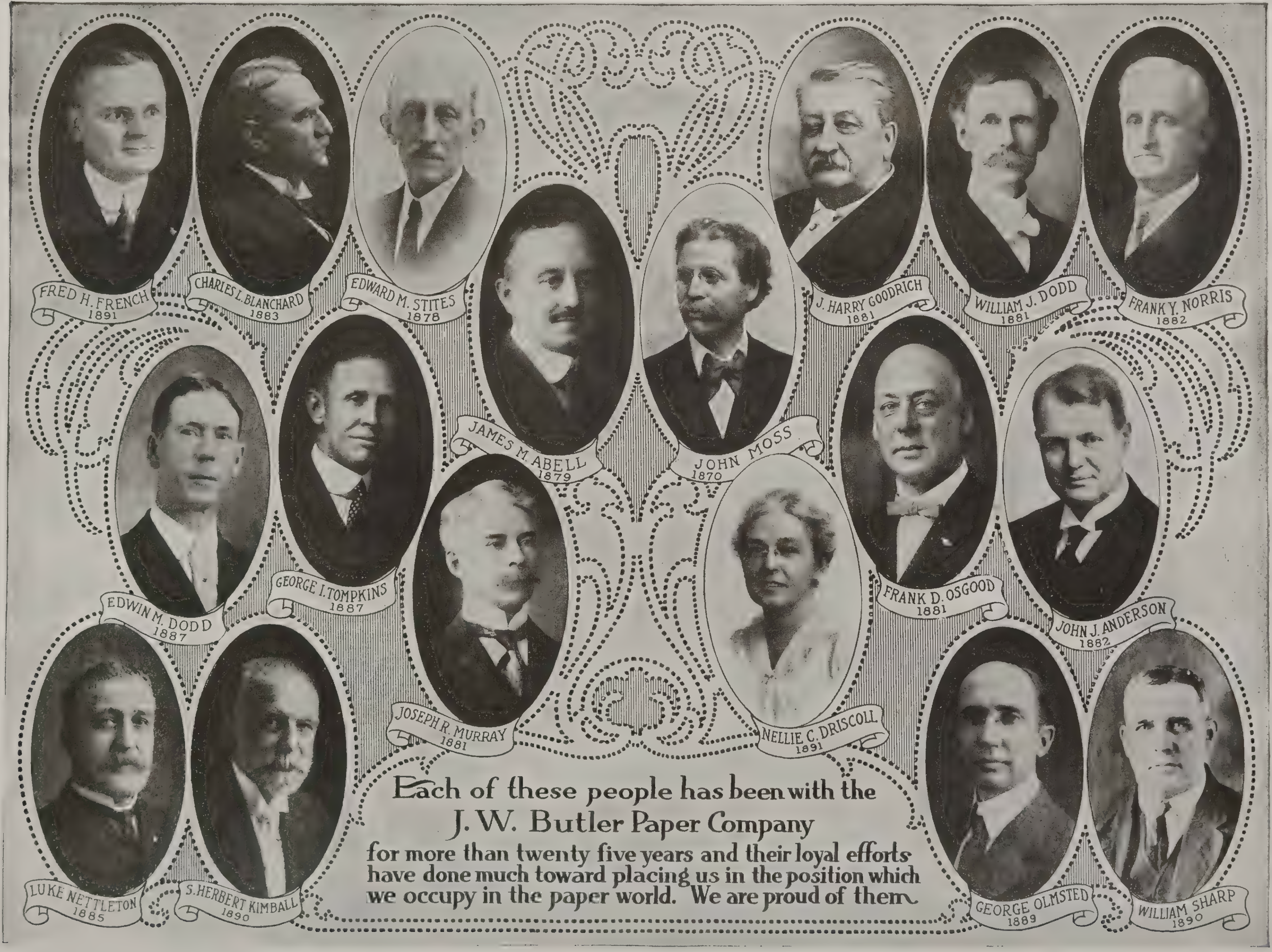
To the thotful among those of the employes there is a lesson to be drawn from this narrative, which need not be elaborated. Those of the aforementioned "old guard" were able to see and benefit by it, and are not sorry. Those of the newer contingent, should find a mighty stimulus to their energies in the privilege which is theirs, of sharing in the honor and profits of building the House of Butler ever higher and higher, of playing a certain definite part—regardless of present relative rank or importance of position—in perpetuating the institution to those who will follow in the years to come.

* * *

Frank W. Lovejoy of the Wisconsin Agriculturist, Racine, Wis., addressed the students in agricultural journalism at the University of Wisconsin on December 12, his subject being "The Influence of Farm Journals."

A four-page style sheet has just been issued by the Department of Journalism at the University of Wisconsin for the use of its students. It is a revised edition of one that has been in use at Wisconsin for several years.

Stanely K. Brink, a 1916 graduate of the Course in Journalism at Wisconsin, recently reporting on the Milwaukee Sentinel, has accepted a position on the staff of the New Richmond (Wis.) News and Republican Voice.



Each of these people has been with the
J. W. Butler Paper Company
for more than twenty five years and their loyal efforts have done much toward placing us in the position which we occupy in the paper world. We are proud of them.

SEEKING RELIEF FROM THE HIGH PRICES OF PAPER

Washington, D. C., Dec. 11, 1916.

Mr. H. B. Varner, publisher of the Lexington Dispatch and Southern Good Roads Magazine, Lexington, North Carolina, and Past President of the N. E. A., was in Washington today acting as Chairman of the News Print Paper Committee of the North Carolina Press Association, and filed a complaint with U. S. Attorney General Gregory requesting the Department of Justice to prosecute the Print Paper Trust. He also filed documentary evidence, and it is generally believed here that he has a good case—one that will produce action by the Federal authorities.

After visiting the Department of Justice, where he was presented by Senator F. M. Simons, Mr. Varner appeared before the Federal Trade Commission and testified in the hearings which are now being conducted on the print paper situation.

In part, Mr. Varner said that the reason the North Carolina publishers had organized for the purpose of purchasing their news print paper on the coöperative plan grew out of the suggestion in interviews published some weeks ago by Mr. Philip T. Hodge, president of the International Paper Company, and Mr. George F. Steele, secretary of the News Print Paper Manufacturing Association, in which they advised that the publishers thru their various State organizations should get together and buy their news print supplies direct from the mill, and in that way secure the same price charged metropolitan dailies. On these suggestions, a print paper committee was appointed by the North Carolina Press Association and they went to work and organized and found out the tonnage, size and weight of paper needed by the various publishers of the State. After they had done this, they submitted these facts to the leading news paper manufacturers of the United States and Canada and requested the quotation of a price for 1917 supplies. In this letter the Print Paper Committee agreed to finance the proposition to the entire satisfaction of the manufacturer, by either putting up the money in advance or having responsible banks to guarantee the payment.

To the utter surprise of this Committee, all of these manufacturers replied in practically the same vein, to the effect that their supply for 1917 had been contracted to their old customers. Some went so far as to say that they were unable to supply the amount of paper desired and had to prorate and allow old customers only 75% of the amount used during 1916.

Mr. Varner stated that the papers in his State who were so fortunate as to have old contracts with the paper mills and who had renewed them for 1917, had bought 75% of the paper that they would need from the mills at $3.25 per hundred, f. o. b. the mills.

He also stated that after he found that it was impossible to get a quotation from a single mill, he then turned for relief to the jobbers and wholesale dealers, and that while some of them claimed not to have any paper on hand, he discovered that there was no trouble in buying a car load here and a car load there, on the quiet, from jobbers, at prices ranging from 6½ to 9 1-3 cents per pound, f. o. b. point of shipment.

These and other facts convinced Mr. Varner that there is a thoro understanding between the print paper manufacturers, jobbers and wholesale dealers to hold up the publishers by charging exhorbitant and ruinous prices.

Mr. Varner declared that one of the largest papers in North Carolina has estimated that their print paper bill for 1917 will be $59,000 more than it was for 1916, and that in all probability this newspaper, which is a good paying proposition, never made $30,000 clear in any year of its existence. So that after introducing every economy possible that newspaper is bound to have a deficit of over fifteen to twenty-five thousand dollars next year. The same conditions exist in a lesser degree in every newspaper office in North Carolina, and what applies to North Carolina applies to the publishers in every State in the Union with the exception of those publishers of large metropolitan dailies who are fortunate enough to own their own paper mills.

The print paper manufacturers are and for some time have been advising publishers to introduce every economy possible and to increase subscription rates 50% or more, as well as to increase advertising rates, and in that way throw the burden of the high price of paper on the public.

Mr. Varner contends that it is the duty of the publishers to exhaust every means possible to save their own business and at the same time to avoid placing this heavy burden on the shoulders of the people at large, and urges the publishers thruout the country to get in touch with their Congressmen and Senators and give every assistance possible to the Department of Justice and the Federal Trade Commission to successfully aid the prosecution of this gigantic news print paper trust, and thereby relieve the situation.

* * *

ITEMS FROM WISCONSIN SCHOOL OF JOURNALISM

When the Old One-Horse Shay Was New

A newspaper advertisement 188 years ago in the London Daily Post of August 22, 1728, a copy of which is in the Wisconsin Historical Library, telling of the invention of the one-horse chaise, affords an interesting example of advertising methods at that date. It is as follows:

"His Majesty has been graciously pleased to grant his Royal Letters Patent bearing the date of the 20th Day of July last, unto William Chapman of London, Coach and Coach-harness Maker (for the term of 14 years) for his sole making a new-invented Chaise or Chair with two Wheels, to be drawn by one Horse between a pair of shafts, which is so contrived as to quarter the Roads with great Ease by the Person riding in it, without Lett, Stop, or Hindrance, the Horse continuing in the same path, so as the Wheels go exactly at all times in the Coach Track, which means the person in such carriage may travel with more expedition, Safety and Pleasure both to himself and Horse, than in any thing of like nature hitherto invented. The great Use and Convenience of the said invention will readily be made to appear by the said William Chapman at his House in Wormwood Street, London Wall, near Bishopgate, where several carriages are already made."

Miss Belle Fligelman of Helena, Montana, who was a leader in the recent successful campaign of Miss Jannette Rankin, the new congresswoman from Montana, and who is to be Miss Rankin's private secretary, was graduated from the Course in Journalism with the class of 1913 and since then has been engaged in newspaper and suffrage work in Montana.

A bibliography on American popular magazines compiled by Miss Ethel Stephens of the University of Wisconsin Library School in coöperation with Prof. W. G.

Bleyer of the Department of Journalism has just been published in pamphlet form by the Boston Book Company, Boston. It deals with such topics as writing for the magazines, editing magazines, the business side of magazine publication, criticism of popular magazines, use of magazines in the schools, and the history of all of the leading American magazines.

"The Place of the Editorial in the Newspaper of Today" was the subject of a talk before the "Scoops," the organization of journalism students at the University of Wisconsin, by Douglas Swiggett of the Milwaukee Journal, on December 7.

* * *

THE NEW APPRENTICESHIP INDENTURE

Office of the Chairman, 248 High Street, Boston, Mass., Committee on Apprentices of United Typothetae and Franklin Clubs of America.

November 21, 1916.

National Printer-Journalist, 4618 Ravenswood Ave.,
Chicago, Ill.

Gentlemen:—Permit me to call your attention to enclosed Apprentice Indenture as officially adopted by the United Typothetae and Franklin Clubs of America at the Atlantic City Convention.

One copy shows italic inserts as example for use, the other having blank lines for writing in the necessary data.

Copies may be had upon application to Dr. Frederick W. Hamilton, National Apprentice Director, 2 Park Square, Boston, or to Mr. Jos. A. Borden, Secretary, U. T. & F. C. A., Transportation Bldg., Chicago, Ill.

If you could give this indenture publicity in your columns same would be appreciated.

Very truly yours,
H. P. PORTER,
Chairman Committee on Apprentices.

The Agreement of Apprenticeship is to be commended for its brevity and simplicity, while providing for the proper employment and the instruction of the apprentice, inside and outside of the office. The main provisions, aside from the agreement as to rate of wages per hour, with an advance every six months, are as follows:

THIS AGREEMENT, made and entered into this ....day of ....by and between........guardian of........a minor....years of age on........and the said ....whose consent to the making of this Indenture is expressed and testified to by his becoming a party hereto and signing the same, parties of the first part, and ....party of the second part.

WITNESSETH, that said........hereby agrees to employ said........to complete his apprenticeship at the trade of........for the term of five (5) years from the first day of......... It is understood that the work of said........shall be under the direction of the Employer and subject to the rules and regulations of the Employer, and it is further understood that the hours of labor of said........for which he shall receive pay as hereinafter provided shall be the working hours of the shop.

And the said........further agrees that in addition to shop trade training and practice, consisting of.................it will furnish applied technical instruction to said

(a) thru the authorized text-books of the United Typothetae and Franklin Clubs of America or

(b) thru the correspondence courses offered by the United Typothetae and Franklin Clubs of America, or

(c) thru a school of printing approved by said........ or........

(d) thru continuation work for printers' apprentices in schools approved by said........or

(e) by some combination of these methods.

And the said........agrees faithfully to serve and perform all the duties of an apprentice to the said.......... and that he will not absent himself from his place without previous permission unless compelled by sickness or unavoidable accident.

That he will be prompt and regular at his work and will strive to perform, to the best of his ability, the work required of him. That he will neither waste the goods, nor needlessly injure or destroy any machinery, tools or other property that may be put in his hands or under his control. That he will use his best efforts to complete such work as may be given to him to the satisfaction of said Employer.

That he will faithfully study the text-books or other materials and courses of study offered to him and will learn therefrom to the best of his ability, and will do all in his power to prepare himself for examination on such work from time to time, the satisfactory passing of such examination being understood to be one of the conditions of his advancement.

If said apprentice shall fail to perform the work of said Employer in a satisfactory manner or shall prove idle or unteachable or disobedient, or shall violate this agreement, the said........, if they choose, may be released from all obligations under this contract.

* * *

INJUSTICE OF GOVERNMENT'S SEEKING FREE NEWSPAPER ADVERTISING

The following is a copy of a reply to a request from the U. S. Recruiting officer in Minneapolis for free space:

Red Wing, Minn., Nov. 17, 1916.

Capt. S. A. Campbell, Federal Bldg., Minneapolis, Minn.

Dear Sir:—Replying to your favor of the 13th would say that The Republican is at all times willing to perform its full duty to the Government but naturally chooses to do so in its own way thru editorials and articles prepared by its editors. When it comes to carrying out any definite business proposition of the Government like the recruiting of men for the Army is, we feel that it should be handled thru the advertising department. Foreign countries have used advertising space in the newspapers for this purpose and have found it economical and efficacious. The Government spends a large amount of money for posters, it pays the postmasters for obtaining enlistments, it maintains expensive bureaus to prepare the advertising matter and it has got just one step more to go before it gets the best result and that is to use the advertising columns of newspapers in accordance with modern business methods. If every recruiting officer will see this matter clearly enough to impress the War Department and the Navy Department with the correctness of this view, the trouble of obtaining recruits will largely disappear.

Thanking you for your communication and hoping that this letter may set others to think along the line it suggests, we remain,

Sincerely yours,
THE RED WING REPUBLICAN,
Jens K. Grondahl, Editor.

AN OLD TOWN HAS A NEW NEWSPAPER

Westerly, Rhode Island, one of the old cities of New England, situated at the head of navagation on Pawtucket River, and known thru all printerdom as the home of C. B. Cottrell & Sons, manufacturers of printing presses, has a new newspaper. The new paper started on November 24th, with a "Thanksgiving number," carrying for its motto in a rule box at the left of its title head, "For a bigger and better Westerly." Westerly is a city of some fifteen thousand population and is a beautiful and rather model city, but there is always room for growth and betterment. The Westerly News is the name of the new publication and it is to be devoted to local news and home interests. The editor, Charles F. Hammond, publishes the following "Editorial Announcement" at the head of the editorial columns:

"I beg to announce the publication of a new weekly newspaper in Westerly, THE WESTERLY NEWS

"The growth and business progress of Westerly in the past few years have created an opening for a live, progressive publication devoted to the local interests of the town.

"The news columns of THE WESTERLY NEWS will be open to all without favor or prejudice. The chief aim of the NEWS will be to serve the people of Westerly with news about Westerly and Westerly people.

Business men will find the NEWS a 'booster.' Westerly business is entitled to all the encouragement possible in the opinion of the publisher. Increases and improvements in local trade will be promptly brought to public attention.

The attractiveness of Westerley both for business and residence will be appropriately set forth in the NEWS and a consistent effort made toward a bigger and a better Westerly."

* * *

DOINGS OF THE TEXAS PRESS ASSOCIATION

Full of Valuable Suggestions for Other Organizations

Richardson, Texas, Nov. 27, 1916.

On November 10th, which was Press day at the Texas Cotton Palace, Waco, your Legislative Committee met, together with some twenty-five other members of our Association who were present at that time.

Hon. Lee J. Rountree, past president of the National Editorial Association, appeared before this committee and outlined some of the serious dangers that are now hovering over our business. The unwarranted high price of news and job stock, the proposition to introduce in Congress a bill that will quadruple the postage rates on newspapers, and several other things of like importance.

Your State Legislative Committe have in view, to secure the passage of a measure thru the coming Legislature, that will cause all legal, legislative, and judicial notices now being posted, to be printed in some publication in the county.

This bill was framed and pushed at the last session of the Legislature, but failed of passage, mainly because we had no money to keep a man in Austin to look after this matter.

These measures, both State and National, personally touch your pocketbook: if something is not done at once, you will feel the iron hammer more than you have in the past, and we will go along continuing as we have been, losing thousands of dollars yearly, in the failure of our officers to publish these notices instead of having them tacked on barn doors and other out of the way places.

A subscription list was started at Waco for a $500 legislative fund, which we wish to raise in this connection, $130 being subscribed, or one fourth the amount desired.

The Executive Committee of the State Press Association, has authorized me to send this letter to you, laying the matter before you and asking that you immediately upon receipt of this, mail your check for that amount which you feel you should contribute, to the secretary. A careful accounting of this money will be made by your Legislative Committee, of which Mr. Geo. H. Byonton, of Hamilton, is chairman, and report made to you at the next meeting of this Association.

The subscriptions to date have all been in the sum of $10 each, but we realize that many of you will not be able to pay this much, but we do think and trust that each of you will pay something, if not more than $1.00. Please send your check immediately for $1.00, $2.50, $5.00 or $10.00 and rest assured that it will be spent in an economical manner by your Committee with the view of securing beneficial legislation for you.

Thanking you to give this your careful, serious and immediate personal attention, with whatever your conscience, pocketbook and business dictates, I am,

Fraternally yours, SAM P. HARBEN,
Sec. Texas Press Ass'n.

* * *

CONCERNING LETTER HEADS

Editor C. W. McComas of the Yukon Sun is a crank about good stationery, and we'll venture that he has put as much time on getting out the job for the office as he would for his best customer, possibly more.

"A printing office will advertise the necessity for only the best of job work, they will tell you your business is judged by strangers by the stationery you use the same as a man sizes another up by his personal appearance—but do they practice it themselves?

"Some do, but the majority of them will, when in need of a letter head, a bill head, an envelope corner, or similar printing, have the poorest printer in the house throw up a job. Then, perhaps, they will hunt around for some scraps to use on their work, regardless of whether or not they are appropriate. The result is a botch job, and whoever sees it will more than likely form his impression of the shop at once.

"And again they will talk advertising of all kinds to a prospective customer. They will tell that it would be mighty nice to get out some New Year's cards in two colors and send them to his customers thanking them for their last year's patronage. But does MR. PRINTER send his customers cards? The chances are that he doesn't.

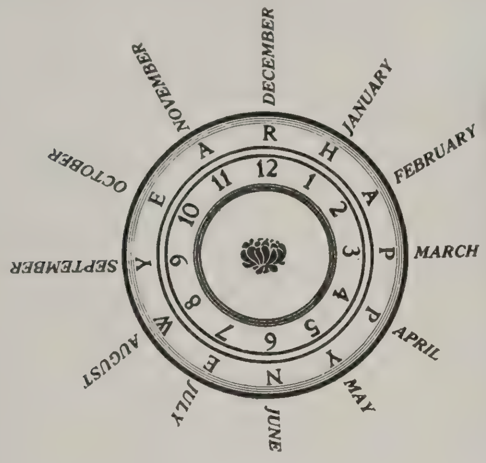
"All these things should be considered when trying to build up a business. The printing business is similar to other business and what is good for the banker is good for the printer."—University and Editor, Norma, Okla.

A HAPPY NEW YEAR FOR EVERY MONTH OF THE TWELVE

Office of The Record,
Greenville, Ky.,
December 2, 1916.

Editor National Printer-Journalist, Chicago, Ill.

Dear sir:—I am handing you herewith sample of a New Year card and greeting of my designing. If you care to reproduce and criticise same, shall be glad.



Designed by Orien L. Roark.

With all my heart I want to say:
I wish for you a New Year's day
Of joy and gladness, hope and love
And blessings from the Hand above.

Orien L. Roark

Hoping to have your favorable consideration of this matter, I am, sir,

Yours fraternally,
ORIEN L. ROARK,
Editor of "The Record."

This design, showing the whole circle of the year, with the naming of each month, contains and conveys the idea of the continuance and completeness of the wish of a "Happy New Year" thru every month that is impressive. It is a pleasing thought to convey to a friend that it is not only the one day but every day of every month of the twelve that the wish for happiness covers.

* * *

INGENIOUS EFFECTIVE ADVERTISING

In an envelope the National Printer-Journalist received an excellent soft lead pencil especially adapted to the writing of copy and which the editor has since been using for that purpose. The advertising is so appealing and ingenious that we have deemed the same worthy of reproduction for the benefit of our printer readers. In this land and age of hurry, when our desks are flooded with printed advertisements, the great question is how to win attention and convey in the briefest and most salient manner, the selling points with regard to a machine, new device, or other product for which purchases are sought. The difficulty is to prevent the consignment of printed matter to the waste basket without even securing a reading. Of course, advertising in a trade journal of merit, that is paid for and read, is always present and is always seen when the pages of the journal are consulted and is generally preserved during the year and is then bound in permanent form at the close of the volume. Such advertising is liable to bring results for years after first publication but must be kept before readers as a constant reminder and stimulator to purchases, but this is not so with advertising, printed matter that must be cleared away, every day, to prevent cumbering desks and to make place for work in hand. Regular advertising in journals prepares the way for the more careful consideration of these transitory printed announcements and for their greater effectiveness as well as for travelling salesmen, for an interest has been awakened and kept up in the regular publication and the specially printed matter and the salesman come with previous introduction and endorsement by a friend, the publication that is relied upon for information and guidance. Still printed matter, like good salesmen, cannot have too much of direct appealing power. The envelope under consideration fulfills very fully the requisite of appealing force, brevity and the most direct essential, winning information. The pencil prevents the throwing the envelope away without notice, and when the pencil is secured, shows, while it lasts, the circular seal of the Miller Saw-Trimmer Co. in red, while along the side of the pencil are the words, printed in black:—"Miller Saw-Trimmer, Miller Platen Press Feeder—The Signs of the Modern Shop." The impression on the user of the pencil is pleasing for it does its work easily, smoothly, distinctly, continuously, without any moistening or persuading, when you have used one you will want another and this is said to be true of the Miller machines, until the full capacity for use in one's office is reached.

* * *

VALUABLE NEW TYPE FACES, BORDERS AND ORNAMENTS

The Pencraft Family of Types

Barnhart Brothers & Spindler have issued a handsome booklet showing their popular Pencraft Family of type faces. There are three new ones—Pencraft Shaded, Pencraft Text and Pencraft Oldstyle Bold Condensed, which increase the group to a total of seven faces of related design, all in the effects of the best handdrawn letter styles now so much used by progressive advertisers.

The booklet also shows their new series of brass rule borders—tint dot, black and white, black and gray, gray and white and the tint tones, to which have been added some new designs. A practical feature of these rules making them as new and different from all others is that the design is such that labor-saving pieces join perfectly without the use of miters or other special corners.

Here and there, too, are seen a typecast ornament, designated as Ad-art Ornaments. The contrasting black and white characteristic is employed by way of securing a colorful and highly decorative effect. These mark a new conception in printers' ornaments, one which they plan to develop steadily to include a variety of generally useful designs, in which the artistic and precise touch of Mr. Carl S. Junge, the well-known Chicago artist, may easily be recognized by those familiar with his excellent style.

MUTUAL GRATIFICATION FROM VISIT OF THE NATIONAL EDITORIAL ASSOCIATION

An Echo from the N. E. A. Convention of 1916

For thirty-one years, the members of the National Editorial Association have visited, on the occasions of their annual conventions, different cities and sections of the United States and investigated the local institutions and industrial establishments. These visits have proved mutually beneficial and pleasing to both the editorial visitors as guests and to the local people and concerns that have acted as their hosts. To the editors these occasions have been broadly informing and educational and they have showed the wide knowledge gained with their readers and have not failed in the the expressions of satisfaction and thanks to their thoughtful, considerate, helpful hosts and entertainers, who have invariably been the intelligent, enterprising heads and leaders of the local enterprises, establishments and institutions. The Convention of 1916 was held in New York and one of the places of especial interest visited, was the great factory of the Mergenthaler Linotype Company in the Burrough of Brooklyn. Now, speaking of this visit the Linotype Bulletin for October, contains the following that will prove a pleasing reminder to the visitors and their friends and fellow members in the Association, of the pleasant time enjoyed, the helpful knowledge obtained, together "with strengthening of the mutual feelings of confidence and good will."

"An Echo of the N. E. A. Visit to the Linotype Factory"

"When about 300 editors, representing newspapers from Alaska to the Gulf of Mexico, accepted an invitation to be guests of the Mergenthaler Linotype Company last June, we were keenly appreciative of the fact that the visit to our factory of these molders of public opinion would mark another epoch in tht already long list of Linotype achievements.

"The effect of the visit has been far reaching and has resulted in a strengthening of the mutual feelings of confidence and good will which already existed between the Mergenthaler Linotype Company and these newspaper makers of America. Hardly had they returned to their homes—east, west, north and south—when we began to receive letters of praise and commendation, in which they vividly described their impressions of the largest composing-machine factory in the world. Many of these editors took time out of their busy lives to express their complimentary opinions concerning the precision and mechanical skill that enter into the manufacture of the Linotype, to say nothing of the satisfaction they derived from observing the sanitary conditions that surround the contented army of our factory fraternity.

"Just as its aim has always been to make our industrial family contented in its everyday life of building the Linotype, the world's best composing machine, so the Mergenthaler Linotype Company has endeavored to create a feeling of good will among editors and publishers that will make the newspaper and the Linotype inseparable. It was therefore with a mingled feeling of pride and gratification that we welcomed the opportunity of proving the sincerity of our belief by demonstrating to the newspaper editors of America that the Linotype is abreast of the times and keeping pace with their requirements.

"Today these editors are back in their respective homes, with a firm conviction that the Linotype in daily operation in their plants was designed and built by a Company that spares neither time, effort, nor money to give the newspaper industry, as well as the job printer, a composing machine that represents the last word in modern composing room efficiency."

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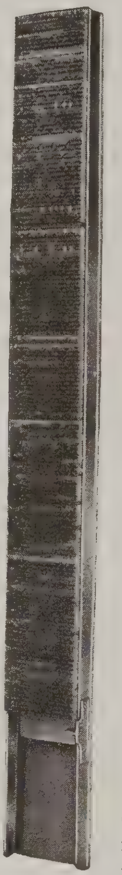
NEW LABOR-SAVING GALLEYS FOR NEWSPAPER WORK



The Challenge Machinery Co. of Grand Haven, Michigan, manufacturers of the well-known Challenge "Beaded Edge" Pressed Steel and Galvano Steel Galleys, have just placed on the market two new sizes for newspaper work—a single column, thirteen picas one point wide, and a double column, twenty-six picas plus eight points wide inside measurements.

It will readily be seen that with these sizes the customary side-lock can be dispensed with. All that is required is a single or double column Challenge Galley Lock which is snapped into place at the foot of column and the contents are securely locked for proofing. The slight clearance provided is ample for "dumping" type or slug lines into the galley, yet will not permit end letters of a type line to fall over or become displaced.

When making up, it is unnecessary to prop these galleys up on one side to prevent pi-ing the contents. On account of their narrow witdth they are convenient to handle and occupy one-third less space on the make-up table or stone than the old style single and double column galleys.

The Challenge people will be glad to mail a free single column sample complete with Challenge Galley Lock to established printers making request. The new sizes are being stocked by dealers just as rapidly as the factory can turn them out.

Note entire weight of contents of galley supported by Challenge Galley Lock.

* * *

WHY IS THE DIAMOND CYLINDER PRESS LIKE A FORD CAR?

The above is the leading display line of an advertisement on page 741 of this issue, in which a clever comparison of values is drawn between the Diamond Cylinder Press, manufactured by The Challenge Machinery Co., of Grand Haven, Michigan, and the popular car that has made Henry Ford famous.

This comparison brings out most convincingly the features of economy, service and simple operation, all of which make careful consideration worth while by the country publisher when placing his order for a newspaper press.

In the improved Diamond, the special requirements of the country publisher have received most careful and painstaking attention on the part of the manufacturers.

Its splendid impressional and inking qualities, together with ample speed and ease of operation are points that have been attained without the usual complexities. The Diamond is as near trouble proof as it is possible to construct. A pressman possessing but ordinary skill can start up the machine and print a newspaper that in appearance will equal the best.

The Challenge Machinery Company will be glad to mail descriptive matter to those interested.

THE DEVELOPMENT OF A CHICAGO PRINTERY

The following news item appearing in a local Chicago paper, contributed by Harold W. Culbertson, indicates something of the possibilities of growth of a fortunate and well managed printing plant in Chicago:

"The W. F. Hall Printing Company has purchased the half-block on the south side of West Chicago Avenue, from Townsend Street to Kingsbury Street, 340x130 feet, for $285,000, or $6.50 a square foot. The company now owns the entire block between Chicago Avenue and Superior and Townsend and Kingsbury. The company will construct a seven-story $750,000 building."

The present seven story and basement building furnishes eight acres of floor space and the new building will double the floor space. In 1893 Mr. Eastman, who is now reported to be worth a million dollars, all honestly and legitimately made in the printing business, was an employe of the office of the National Journalist Printing Company. That year he entered the employ of the W. F. Hall Printing Company and secured a small amount of stock in the concern that was just beginning its successful career with a capital of less than $20,000. Under the advice of A. F. Wanner, Mr. Eastman put his savings into a building association and when the death of Mr. Hall occurred some years later, Mr. Eastman had saved in that way, between $6,000 and $7,000, and, uniting with others, bought the stock owned by the Hall estate. The company had then just moved into the present new building and the burden assumed seemed to many rather hazardous, but the business was expanding and numbered among its customers, the Montgomery Ward & Co., an establishment that grew with leaps and bounds and that came to require something like a million dollars worth of printing a year. One big business followed another and now the Hall Printing Company finds it necessary to double the working space instead of the old establishment being too large. Mr. Eastman is a Minnesota boy, the nephew of Alvah Eastman of the St. Cloud, Minnesota, Journal, is entirely worthy and his success a source of real pleasure to all his old friends.

* * *

THIRTY YEARS A SUBSCRIBER

Kind Words from a Veteran Wisconsin Editor

Platteville, Wis., Dec. 11, 1916.

Mr. B. B. Herbert, Editor National Printer-Journalist,
Chicago, Ill.

My Dear Herbert:—Enclosed please find my check on the First National Bank of Platteville for $2.00 to pay for a year's subscription to the National Printer-Journalist. As you know I was one of your first subscribers and I have been taking it ever since. While I see the names of comparatively few of the "boys" I used to meet back in the days when the Journalist first started, I still like to keep in touch with the doings of the National Editorial Association, and I hope to attend the Convention when it meets next year.

Please accept kindest regards, in which Mrs. Rindlaub joins, to both yourself and your good wife.

I am writing this on the 54th anniversary of our marriage.

Very sincerely yours,
M. P. RINDLAUB

* * *

A Manufacturer's View of the Paper Situation

AT the Monthly Meeting of the Ben Franklin Club of Cincinnati at the Grand Hotel on October 26, 1916, Mr. Alexander Thompson, Sales Manager of the Champion Coated Paper Company of Hamilton, Ohio, was the guest of honor and presented a paper on "The Paper Situation." It was also read by him before the Rotary Club of Chicago on Thursday, November 9, at the Hotel Stratford.

It was the wish of those hearing Mr. Thompson that this paper be published for distribution among the trade, as everyone recognized the candid, informing and able treatment of the subject as of great value.

The United Typothetae and Franklin Clubs of America have published the address in pamplet form, and in the interest of a fair, clear understanding of all the conditions, we reprint the same here, believing that just decision and wise action can only be secured by full consideration of all sides and all views:

In an unprecedented emergency which has made so important a commodity as paper rise in price to an extent that has caused much friction and necessitated much adjustment, I feel it a pleasure as well as a duty to offer as full an explanation as possible of the causes that have led to the present situation.

In a seller's market, I feel that our information should be common property, that the printer should raise his price to his customer, as he must, on the basis of statistics instead of cuss words. In an uncomfortable situation I believe that our future as paper makers will be better conserved if the printers and consumers of paper judge the paper and pulp manufacturer by what he really is than by what the uninformed are likely to think of him.

It seems to be common opinion that the present level of paper prices (and they haven't been so very level, either) is caused by a combination of the war in Europe and the grasping cupidity of the United States paper manufacturer. Now, I am perfectly willing to admit that the war has had something to do with paper prices, and the United States paper manufacturer may desire to turn an honest penny when he sees the first real chance since the panic of 1907. There are, however, some very real reasons why paper prices are high that have nothing to do with the war or the thriftiness of the domestic manufacturer.

A number of years ago, when Mr. Taft was president, he conceived an idea of reciprocity with Canada. Tucked securely away in one corner of this reciprocity treaty was a little clause, so little that nobody noticed it except those who were interested in having had it tucked in there(you see, I ain't namin' no names, as the schoolboy said). This little clause was worded to the effect that whether the Canadian Government accepted reciprocity or not, nevertheless pulp and paper valued at not over two cents per pound were to come into the United States free of duty. As is well known, Canada rejected the treaty, but she couldn't reject that "double barrelled" section of it, which immediately opened this country wide to the newspaper and pulp of Canada and under "the favored nations" clause, to practically every other nation on earth.

The immediate result of this gentle "love tap" by our administration under President Taft was an enormous increase in the importation of Canadian newspaper, with the reflex result that a number of mills who had made newsprint in the United States for a number of years were forced to make book paper. As there were already more mills in this country making book paper than there seemed customers to use the paper, there was in a short time a very pretty state of demoralization in our paper manufacturing business. To complete the picture, our astute Canadian friends, having already been presented with the newspaper manufacturing business of the United States by the United States Government, very cleverly have decided to make the situation a little more "air tight" by arranging to put an export duty on any pulp wood exported to this country from Canada, thus further increasing the domestic cost of production. I am reciting this tale of woe, not to ask your sympathy, but merely as an explanation of the decline in paper and pulp manufacturing in the United States. The Canadian Goverment has shown us the courtesy, in return for our kindness of raising the duty into Canada from 25 to 35 per cent. With unimportant exceptions, there has been no increase in our paper and pulp capacity since this body blow was struck. During the succeeding years, many mills have been built in Canada by American as well as Canadian capital, and many American workmen have emigrated to Canada to help operate them. When the reprocity treaty was offered to Canada, we were importing from that country about 100,000 tons of news print yearly; this year we will import, if we maintain the present rate, over eleven hundred thousand tons. Is it any wonder that when the United States publisher of newspapers turns to the domestic manufacturer of newsprint with request for low prices and quick deliveries, the latter may be a little inclined to point across the border and say, "Let George V. do it," for had it not been for the reciprocity treaty which led to the Canadian invasion of newspaper and pulp, which by reflect action caused the great overproduction of book paper in this country, I can see no reason why the domestic manufacturers should not have made their usual annual increases in capacity, which up to that time had amounted to about 10 per cent per year. Such an increase, continued up to the beginning of the European war, would have given the United States a paper producing capacity which, altho it might not have entirely covered our present needs, would certainly have prevented the price from rising to present or soaring to the higher figures which seem imminent in the immediate future.

The Sulphite Pulp situation is almost identical when the favored nations clause automatically removed the duty of one-eighth to one-fourth cent per pound from sulphite pulp, the imports from Scandinavia increased just as newspaper imports had from Canada, from a small beginning per month we have increased until at the begnning of this year we were bringing in 40 to 45 thousand tons per month. The domestic capacity has suffered accordingly, so that it is little wonder that when this half million tons of imported pulps has been nearly shut off by the exigence of war, the domestic producer is unable to meet the sudden and fierce demands upon his product.

You may ask why he does not increase his capacity, but that is not possible in the first place, nor are these same producers unmindful of the conditions prevailing before the emergency, they know that as yet no provisions have been made to place them in any better position to meet foreign competitions than existed before the opening of hostilities. They have seen the fate of the Louisiana sugar planters, who were offered as a living sacrifice to cheap sugar by the present administration, and it is doubtful if many domestic paper manufacturers would add greatly to their output unless they could do it with the assurance that they could either make enough to pay the cost plus a profit before the end of the war or were guaranteed that the industry in this country would hereafter be afforded a reasonable and uniform degree of protection. Lest I seem to be disparaging Mr. Taft's administration, let me say that the paper manufacturer in the United States has never found any "soft spots" in any administration, and the one now in power has just made a little change in the tariff which will allow all pulp and paper valued at 5 cents per pound or under to come in free of duty, instead of only 2 cents, as provided by our former administration: I mention this only that you may have a perfectly clear understanding as to why the domestic manufacturer has hesitated somewhat to increase his capacity, and why he can not take care of the present emergency.

Some day the American people must decide whether they want their products made at home or whether they want to buy them abroad. I am not arguing either for free trade or a high tariff, but I can not refrain from calling your attention to the fact that many consumers will pay out, for paper, for instance ,during the duration of this war, more money than they have saved on imports during their previous business lives. The only saving feature, however, is that the money they pay to us domestic manufacturers will stay at home, and our customers will at least have a sporting chance to get it back again from us after the war.

Just how much cheaper paper would be today if our manufacturers had not been "man handled" so much, I am not prepared to say, but I believe that a very substantial saving would have resulted and that many vexatious delays on deliveries would have been avoided. I believe that in the long run the American consumer is safer in the hands of the domestic producer than in Canadian or Scandinavian or any other. Whether the war and its drastic experiences have taught the consumer this lesson, we can not know at present.

You naturally are interested in the present and future of paper prices. You want to know why book paper should cost today 8¾ cents and up instead of 3½ cents and up, and how much it will cost next winter and next year.

Let me tell you frankly, in the first place that paper has been selling too cheaply in this country for several years, for reasons which I have already tried to outline. It will never again be as cheap as during the period of depression in the years 1913 and 1914, no matter how depressed business might become, and I believe it will be higher before it goes lower.

The only thing which could possibly bring the price of paper back to its former figures would be a revolution in the price of wages in all our industries which history teaches us is not likely to occur.

I have tried to impress upon the paper trade of this country the value of buying their paper uniformly, whereas a matter of fact the buying ever since the opening of the European war has been entirely spasmodic. When the war opened we had a short period of depression, followed by a wild scramble for paper which lasted several months, only to be followed by another period of depression caused by the belief of the consuming trade that paper had reached its apex in price.

(Continued in the next issue.)

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE PRACTICAL TYPOMETRE—Determines the size and style of body type for any Advertising, Job, Book or Catalog. HERE'S YOUR TIME-SAVER—if you have to do with printing. The TYPOMETRE is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00. NATIONAL PRINTER-JOURNALIST, 4620 Ravenswood Ave., Chicago, Ill.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5, Serial No. 14243; 3 magazines and motor. Cantwell Printing Co., Madison, Wis.

LINOTYPE—Model No. 5 Serial No. 10412; magazine, matrices, etc. Con. P. Curran Ptg. Co., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 8010 and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charlestown, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680; magazine, matrices, space bands, liners and blades. Winston Printing Co., Winston-Salem, N. C.

FOR SALE—Rebuilt guaranteed Folding Machines. Brown 36x49; Brown 25x38; Brown 32x44; Chambers 25x38; Eclipse 32x44; Dexter 32x44; Dexter 38x50; Dexter 26x40. C. F. Anderson & Co., 710 S. Clark St., Chicago.

PRINTING MACHINERY

FOR SALE—WE HAVE GOOD BARGAINS in rebuilt guaranteed Rotary and Flat Bed Newspaper Presses; Jobbers; Stitchers; Folders; Paper Cutters and special machinery. Send for poster price list. Tell us your present and future needs. WANNER MCHY. CO., A. F. Wanner, Prop., 703 S. Dearborn St., Chicago.

SEVEN COLUMN FOLIO PROUTY STANDARD REBUILT $200.00; Prouty Standard Rebuilt $350.00. Send for lists. Wanner Mchy. Co., 703 S. Dearborn St., Chicago.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

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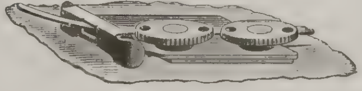

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"HOW TO MAKE TYPE TALK"
By Barnard J. Lewis

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You'll get the Book by return mail, postpaid:—this BIG little Book that Advertising Men, Printers and Buyers of Printing all over the country are talking about and asking for.

While concise and clear in its demonstrations, this Book is the kind that can be read over and over again—each reading opening up a fresh and profitable vein of inspiration. It will suggest many new, striking effects in the planning of printed material. It will straighten many puzzling questions, old and new. It is no treatise on so-called "high-art" Printing. It throws the clear, white light of *simplicity* on many heretofore complex and unattended "bread and butter" details. It is a *Good-Business Book.*

Never in recent years has a book treating with the subject of Typographical Design and Lay-out received a greater measure of unqualified appreciation from men whose business success calls for the most effective use of Type—men who have backed their opinions with their Dollars.

FOR SALE BY
National Printer-Journalist
Chicago, Ill.

MAGAZINE ADVERTISEMENT COMPETITION

CONDUCTED BY THE AMERICAN PRINTER

Opens December 5, 1916—Closes March 1, 1917

THE COPY

(Use the following paragraph as the copy.)

Tiffany & Co. Jewelry and Silverware. The finest merchandise and a service of exceptional merit. The Tiffany Blue Book gives prices. It will be sent upon request. Fifth Avenue and 37th Street, New York.

THE AWARDS

Suitablity as a whole	20
General attractiveness	15
Readability as a whole	15
Selection of type-face	10
Arrangement of type lines	10
Selection of type sizes	10
Handling blank space	10
Judgment in use or non-use of decorative material	10

Each entry will be judged by a system of points as follows:

Possible points 100

The thirteen advertisements having the greater number of points as apportioned by the judges will be declared winners in the order of the number points, and prizes will be awarded as follows:

First place: Twenty dollars in gold.
Second place: Ten dollars in gold.
Third place: Five dollars in gold.
Fourth place: Three dollars, subscription.
Fifth place: Three dollars, subscription.
Sixth place: Three dollars, subscription.
Seventh place: Three dollars, subscription.
Eighth place: Three dollars, subscription.
Ninth place: Three dollars, subscription.
Tenth place: Three dollars, subscription.
Eleventh place: Three dollars, subscription.
Twelfth place: Three dollars, subscription.
Thirteenth place: Three dollars, subscription.

Each of the ten three-dollar awards will a year's subscription to THE AMERICAN PRINTER.

THE RULES

The contest is open to all who may desire to compete. The copy may be set by hand or machine. Decoration is permissible, but not demanded. Six proofs to be submitted, printed in black ink on white paper, the size of which must be six by nine inches. Contestants may enter as many times as they desire. All entries must be made by March 1, 1917, and they should be sent addressed to Magazine Advertisement Competition Editor, THE AMERICAN PRINTER, 344 West Thirty-eighth Street, New York.

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OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
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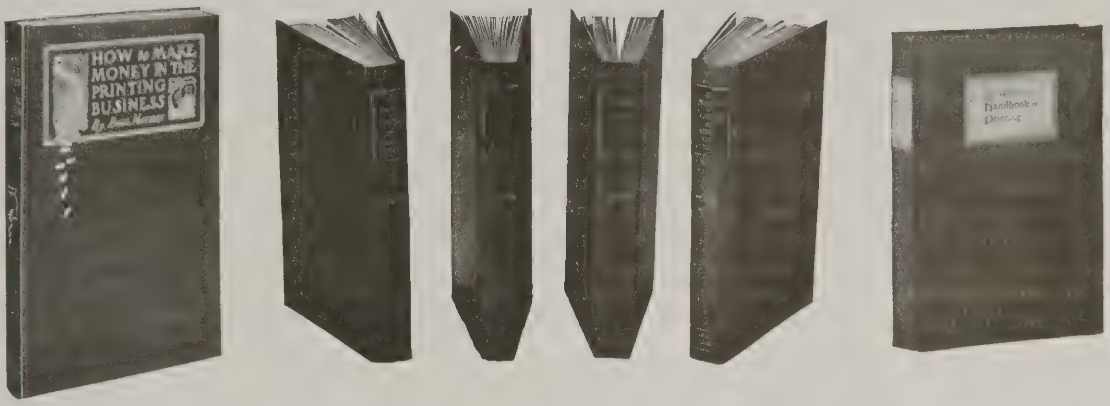
STANDARD BOOKS ON PRINTING



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By Theodore L. De Vinne, A M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth, $2.00; postage and packing 20 cents extra.

PLAIN PRINTING TYPES

By Theodore L. De Vinne, A.M. A treatise on the processes of typemaking, the point system, the names, sizes, styles and prices of types. A volume for all who would learn of the history and characteristics of type-faces. Numerous type-faces are shown and the processes of typemaking are illustrated. 5x7½. 403 pages. Cloth, $2.00; postage and packing 20 cents extra.

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By Theodore L. De Vinne, A.M. A treatise on typesetting by hand and by machine and on the proper arrangement and imposition of pages. A supplementary volume to "Correct Composition," by the same author. There are illustrated and described the details of composing-room work, including difficult composition, algebra, tables, music, and genealogies. 5x7½. 477 pages. Cloth, $2.00; postage and packing 20 cents extra.

TITLE-PAGES

By Theodore L. De Vinne, A M. A treatise on the styles and arrangements of book title-pages, with numerous illustrations in facsimile and some observations on the early and recent printing of books, including a title-page set in ten styles. A necessary volume for the student of display typography. 5x7½. 485 pages. Cloth, $2.00; postage and packing 20 cents extra.

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By Theodore L. De Vinne, A.M. Illustrated with facsimiles from early editions, and with remarks on early and recent printing. This is a book any person can get along without, but no printer who loves his art and is fond of its traditions will want to get along without it. To begin with, it is a perfect specimen of bookmaking. The title-page is a model of construction, and the typography of the reading pages is a joy to the eye. The contents, aside from the references to particular fifteenth-century printers, are as follows: Introduction; Early Italian Books; The Older Roman Alphabet; Large and Small Types; Typefounding; Printing Ink; Paper; Composition; Hand Press, etc. 9⅛x12½. 210 pages. Cloth and paper, $15.00; postage and packing 35 cents extra.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS

By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. Every progressive printer should own the volume. The book gives full details and information on the highest authority — Experience. It tells how a man made money out of printing — a thing all are anxious to do. 5¾x9. 288 pages. Cloth (gilt stamped), $3.00; postage and packing 20 cents extra.

THE AMERICAN HANDBOOK OF PRINTING

A general review of all the branches of printing written in an interesting and concise manner without the use of ultra-technical expressions. Each chapter is divided into two parts, historical and practical. The book is an encyclopedia of facts valuable to those having to do with printing and is one of the best reference works obtainable. It should be in the library of every studious printer. Over 300 pages, 25 in color, and 182 illustrations. 5¼x7½. $2.00; postage and packing 15 cents extra.

BOOKLETS

Getting Subscribers for the Country Newspaper

By J. B. Powell. 5¼x7. Paper. Postpaid, 50 cents

The Offset Process—From a Practical Viewpoint

By Lee L. Crittenden. Illustrated with diagrams. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Making Ready on Platen Presses

By Geo. F. Bradford. 5¼x7. 40 pages. Paper. Postpaid, 50 cents.

Embossing: How It Is Done

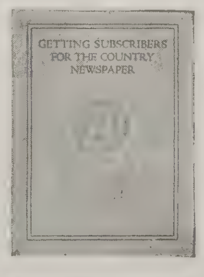
By Robert H. Dippy. 5¼x7. 16 pages. Paper. Postpaid, 25 cents.

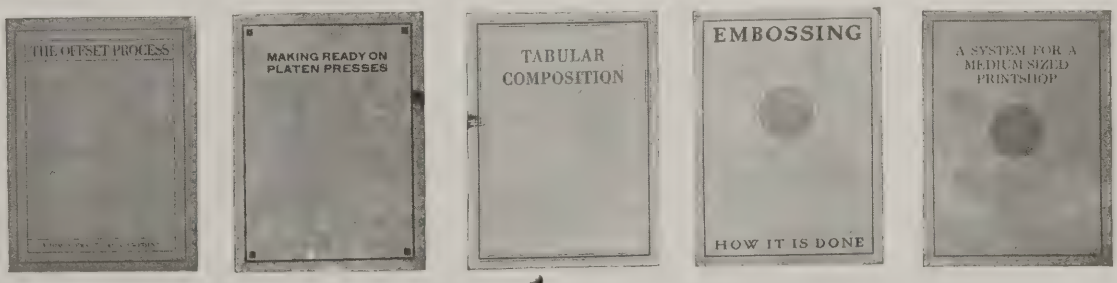
Tabular Composition

By Robert Seaver. 5¼x7. 20 pages. Paper. Postpaid, 25 cents.

A System for a Medium-Sized Printshop

By Charles V. Simmons. Illustrated on the pages are Job Envelops; Job Tickets; Record Cards; Pressman's Cards; Ink Cards; Estimate Blanks, Etc., Etc. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.




THE OFFSET PROCESS
MAKING READY ON PLATEN PRESSES
TABULAR COMPOSITION
EMBOSSING
HOW IT IS DONE
A SYSTEM FOR A MEDIUM SIZED PRINTSHOP

National Printer-Journalist, *Ravenswood Station*, Chicago, Illinois

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The compositor, foreman, pressman, advertising man, reporter, the editor, the manager and every man, and woman, on the force who feels that he does not know everything about this immensely interesting vocation, should have three or four of these books in his possession to read and for constant reference.

BOOKS FOR PRINTERS

The Practical Printer. A book of instruction for beginners as well as one of some value for the advanced. Contains a large amount of information, with diagrams of Imposition and Valuable Tables. Full cloth, $1.00.

List of Prices and Estimate Guide. Showing what prices may be charged for every kind of book and job work, from a small card to a large volume. This is a book which fills a need and is of special use to job printers. Second edition. Price, $1.00.

The Practice of Typography; Correct Composition. By Theodore Low De Vinne. A Treatise on Spelling, Abbreviations, the Compounding and Division of Words, the Proper Use of Figures and Numerals, Italic and Capital Letters, Notes, etc., with Observations on Punctuation and Proofreading. 476 pages, cloth, $2.10.

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It commands the loyal friendship and continued confidence and interest of its readers and thereby is rendered one of the most profitable and reliable advertising mediums for all dealers in Printing Machinery, Paper, Type, Presses, and other supplies.

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B. B. Herbert, Editor and Publisher

4614-4620 RAVENSWOOD AVE. CHICAGO, ILLINOIS

NATIONAL PRINTER JOURNALIST

December 1916

Vol. 34 No. 12

CHRISTMAS NUMBER

4620 Ravenswood Avenue, Chicago, Illinois

TRADE **LINOTYPE** MARK

Striking Evidence of the Success of *All-Slug* (LUDLOW LINOTYPE) Composition

IT is a significant fact that the Lynn (Mass.) Item and the Evansville (Ind.) Courier have placed *repeat* orders for Ludlow Typographs thirty days after their first installation.

All display type up to 48-point in these newspaper offices is now cast on slugs with the Linotype and Ludlow Typograph *at the time it is needed,* thus minimizing metal investment, eliminating storage cabinets, facilitating make-ready, and effecting great savings in cost of type and labor.

The facts about all-slug display composition are profitable because they have been taken direct from newspaper and *book and job offices* whose composing-rooms were once like yours.

Write To-day for the Full Details

Mergenthaler Linotype Company

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TYPOGRAPH
Type on Slugs
From 12 to 48 Point
Price $975

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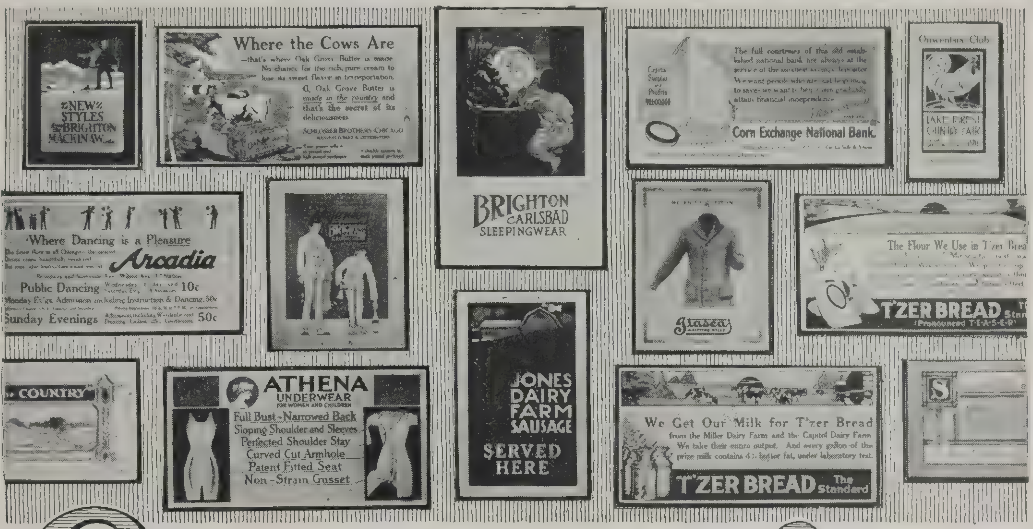
LINOTYPE
Three Magazines
With Auxiliary
Price $3700

Proof That It Does The Work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Where the Cows Are
Corn Exchange National Bank
LAKE FOREST COUNTY FAIR
Where Dancing is a Pleasure
Arcadia
Public Dancing 10c
Sunday Evenings 50c
BRIGHTON CARLSBAD SLEEPINGWEAR
The Flour We Use in T'zer Bread
T'ZER BREAD
COUNTRY
ATHENA UNDERWEAR
Full Bust - Narrowed Back
Sloping Shoulder and Sleeves
Perfected Shoulder Stay
Curved Cut Armhole
Patent Fitted Seat
Non-Strain Gusset
JONES DAIRY FARM SAUSAGE SERVED HERE
We Get Our Milk for T'zer Bread
T'ZER BREAD The Standard

Carrara Coated Blank

Convincing pictorial evidence.—What do you say? "Butler" recommendations are based only on this sort of definite knowledge — what "Butler Brands" have done under certain conditions, and hence should do again under similar circumstances. There are thousands of Carrara Coated Blank Street Car signs attesting daily to the perfect qualifications of this stock for street car card advertising of which the above group is merely suggestive. While Carrara Coated Blank has that rich, attractive outward appearance which is a necessary background for the printing of Street Car Card Advertising, Cut-Outs, Store Signs, etc., it is backed by a quality of material "inside" that gives it stamina and long life.

If you have an advertising customer who is figuring on getting out something requiring a coated blank, by all means secure samples of Carrara Coated Blank, and consider this stock before placing your order. Carrara Coated Blank positively gives "class" to printed matter in which it is used, and consequently is a factor in increasing the advertising value from a business-getting standpoint.

Carrara Coated Blank should always be used in advertising that must earn its living. *Write US.*

Distributors of "Butler Brands"

Standard Paper Co.	Milwaukee, Wis.
Missouri-Interstate Paper Co.	Kansas City, Mo.
Mississippi Valley Paper Co.	St. Louis, Mo.
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
Commercial Paper and Card Co.	New York City
American Type Founders Co.	Spokane, Wash.
National Paper & Type Co. (Export only)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	Monterrey, Mexico
National Paper & Type Co.	Guadalajara, Mexico
National Paper & Type Co.	Buenos Aires, Argentine Republic

BUTLER BRANDS
PAPER
THE BEST

ESTABLISHED
1844

J·W·Butler Paper Company Chicago

“JOHNSONIZED” Printing Machinery

IN selecting a Printing Press for your office, you naturally want one that, with proper care, should give you continued good service for your particular work. “Johnsonized” Printing Machinery is sold to you with the guarantee that it is free from defective material and workmanship and that it will continue to do as good work, in the hands of a competent workman, as can reasonably be expected from a press of its particular class and style.

Following are voluntary tributes to the continued good satisfaction that you can reasonably expect from “Johnsonized Printing Machinery:--

From the Ida Grove Record-Era
Ida Grove, Iowa

Nov. 25, 1916

“Herewith is check to balance my account. The “Johnsonized” Miehle and all the other machinery is still performing perfectly, much to our satisfaction and profits.”

(Signed) A. J. Schaeffer

(The above machinery delivered in March, 1916)

From the Osceola Sentinel
Osceola, Iowa

Nov. 27, 1916

“Under separate cover, we mail you today copy of the Sentinel printed on the “Johnsonized” Cottrell Drum.

“We are very much pleased with the new machine. We think it is doing good work.”

(Signed) Sentinel Publishing Company
F. M. Abbott, Manager

(This press delivered in August, 1916)

From the Windham Leader
Windham, Montana

Nov. 20, 1916

“I am sending you checks to pay the balance on my “Johnsonized” Cranston Press, although the payments are not due until January and March, 1917.

Buying the press from you has been a very satisfactory deal to me, and I take this opportunity to thank you for favors extended to me in the past.

I know that I have made it a point to meet my bills when due and often before they are due, but notwithstanding this fact, you people have extended favors to me which I have never been able to get from any other printing supply establishment, and I want to say that I appreciate it.”

(Signed) C. H. Smith

(This press delivered in October, 1915)

We claim that we can deliver considerable more value in a “Johnsonized” Printing Press than you can possibly get for anywhere near the same investment in a new machine of a similar capacity.

C. I. JOHNSON MFG. COMPANY

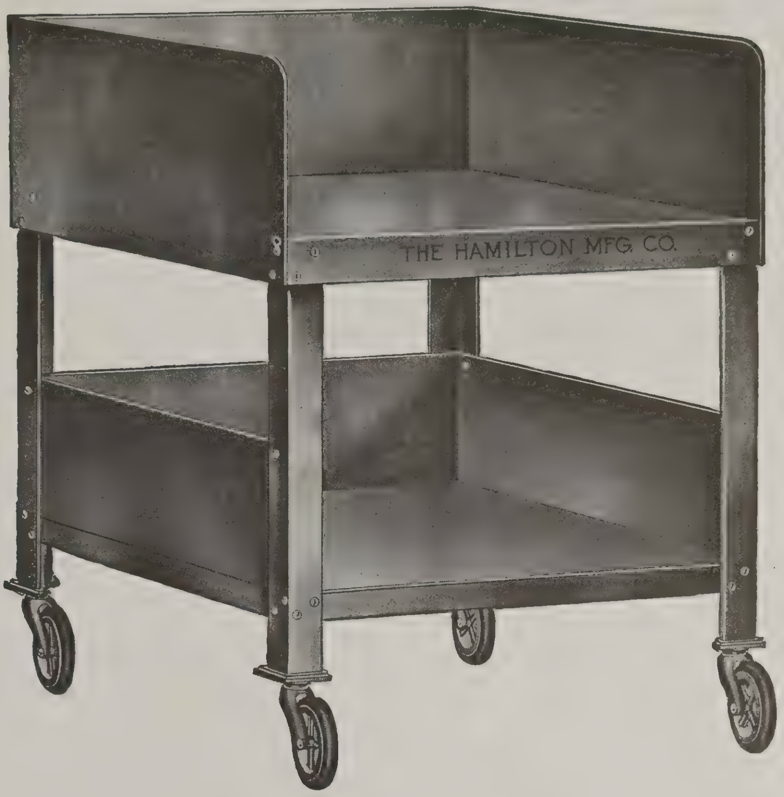
Independent Printers Supply House

COMPLETE STOCK HANSEN DIAMOND NICKED TYPE

SAINT PAUL, MINNESOTA

THIS ADV. SET IN HANSEN CASLON LIGHT FACE, FULL FACE, CONDENSED AND ITALIC

LITHOTINT BRASS RULE BORDER



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Make-Ready
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Composing Room

THEY WILL INCREASE THE EFFICIENCY OF YOUR PLANT

Send for Complete Illustrated Circular.

The Hamilton Manufacturing Company

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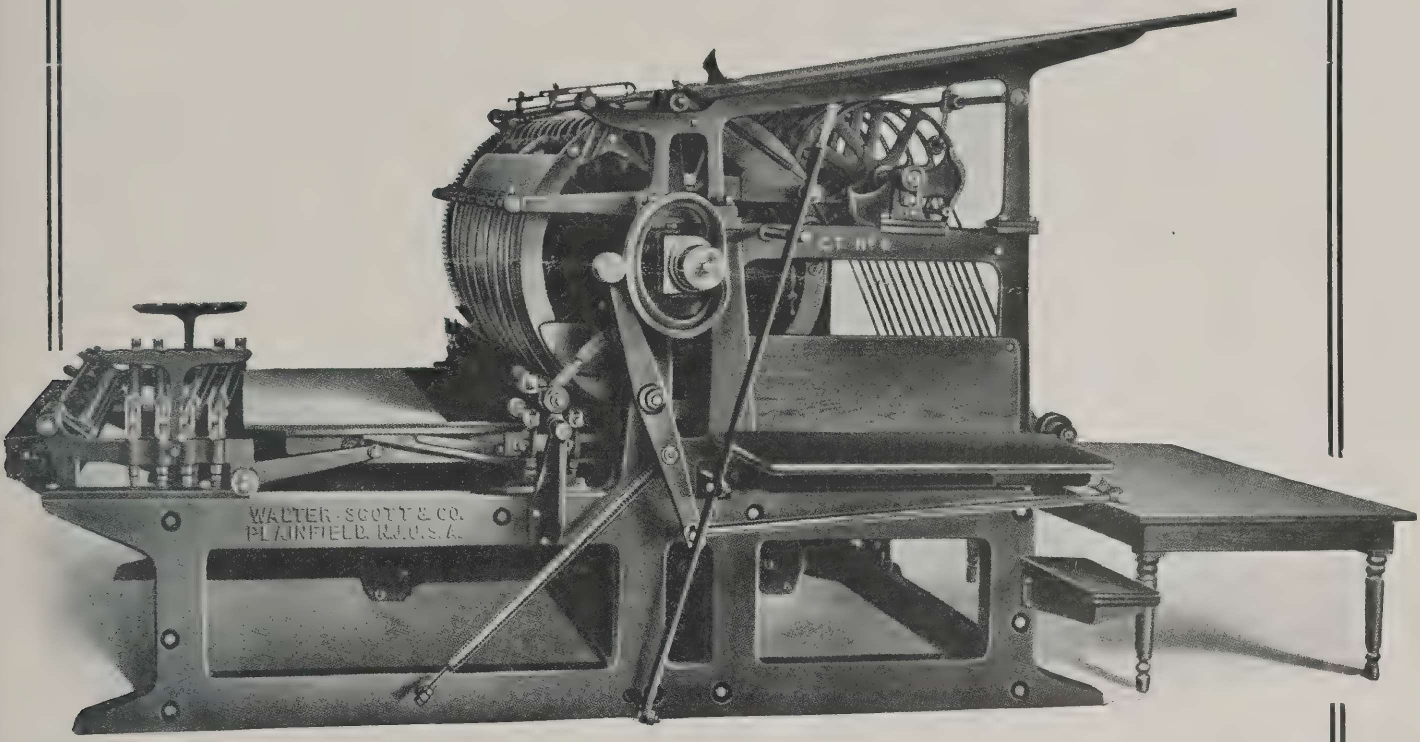

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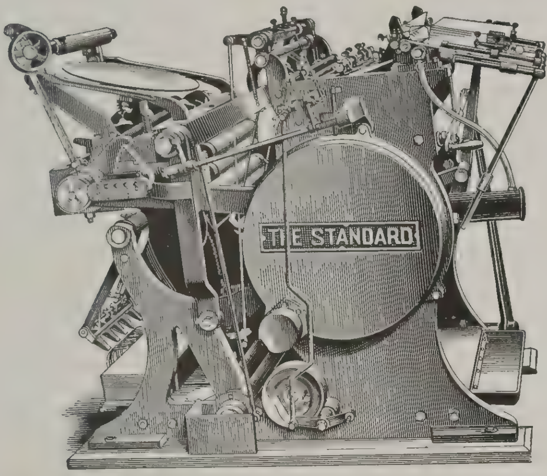

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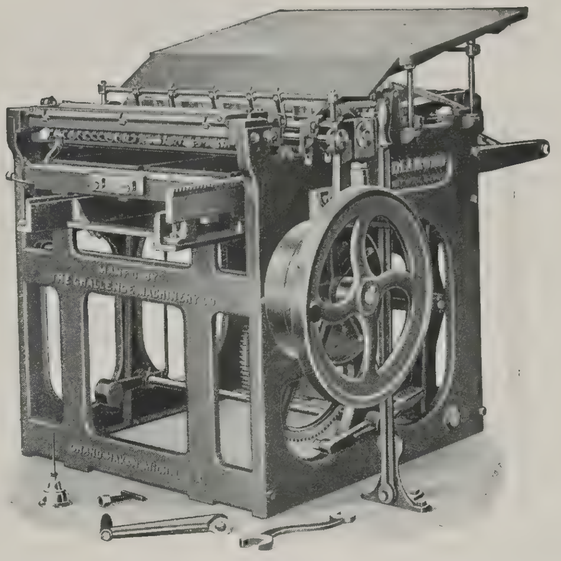

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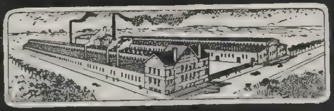

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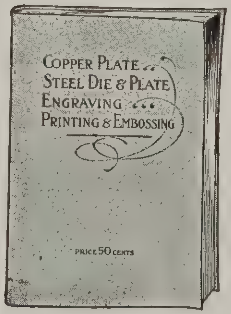

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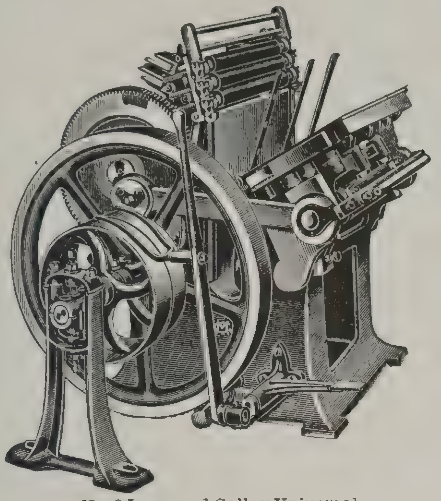

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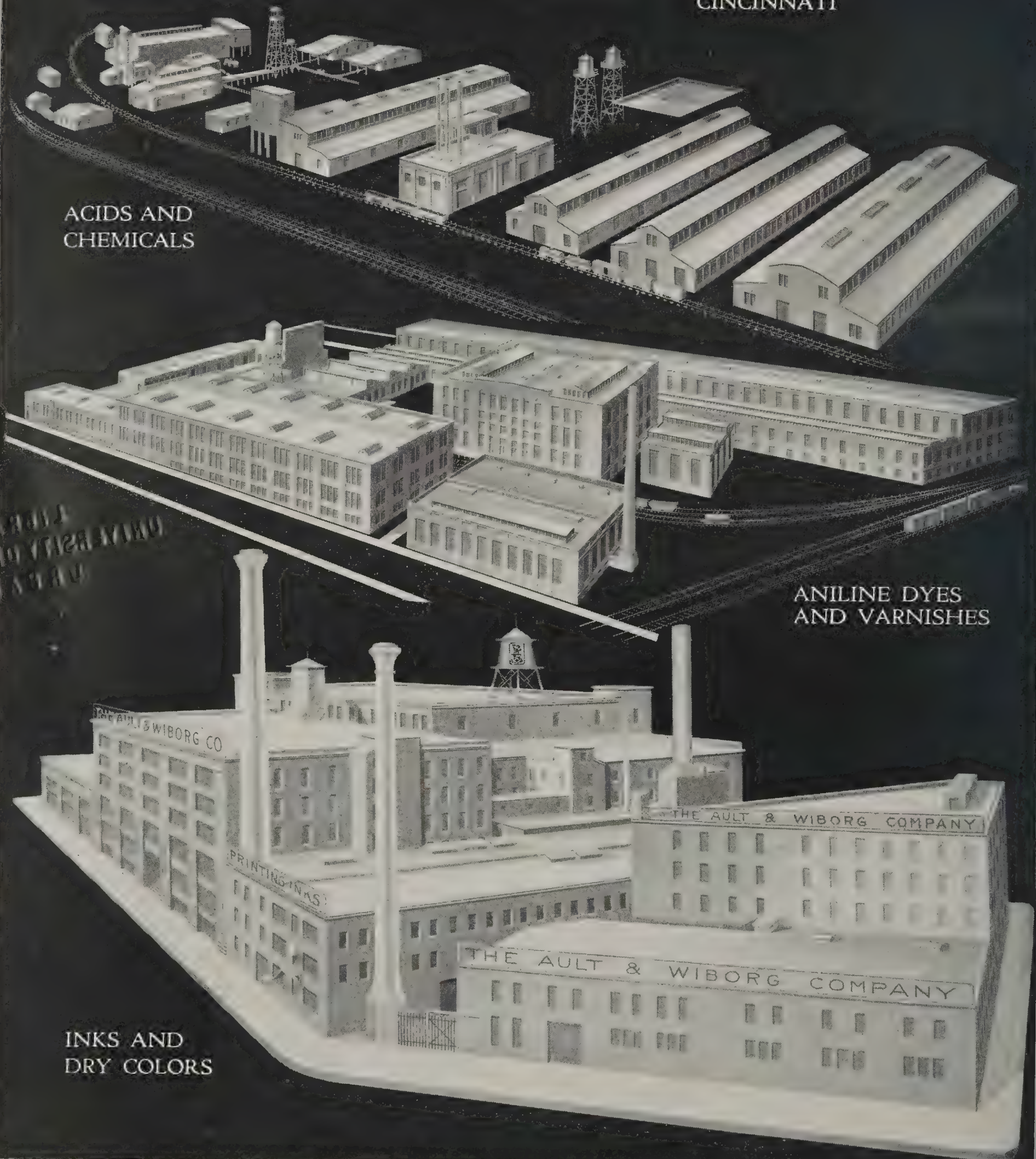

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

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Garner Thomas & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

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Ink Manufacturers

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The Ault & Wiborg Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

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Brass Type

American Type Founders Co. (See Type Founders.)

Linotype Supplies

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Chandler & Price Co., Cleveland, Ohio.

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Golding Mfg. Co., Franklin, Mass.

Pavyer Printing Machine Works, 600-602-604 South Broadway, St. Louis, Mo.

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Printers' Rollers and Composition

Buckie Printers' Roller Co., 714-716 S. Clark St., Chicago, Ill.

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Wild & Stevens, Incorporated. No. 5 Purchase St., Boston, Mass.

Wood Goods

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Wood Type

Hamilton Manufacturing Co., main office and factory, Two Rivers, Wis.; eastern factory and warehouse, Rahway, N. J. Manufacturers of wood type cases, cabinets, galleys, etc.

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R. A. Hart, Battle Creek, Mich., job presses, counters, $3.00; joggers, $15 and up.

Printing Presses

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The Chandler & Price Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

Babcock Printing Press and Manufacturing Co., The, New London, Conn. Barnhart Bros. & Spindler, general western agents, 715 S. Dearborn St., Chicago.

Duplex Printing Press Co., Battle Creek, Mich. Flat-bed perfecting presses.

Miehle Printing Press and Manufacturing Co., main office and factory, 14th and Robey St., Chicago.

Goss Printing Press Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. Cottrell & Sons, 41 Park Row, New York; 279 Dearborn St., Chicago, Ill.

Challenge Machinery Co., Grand Haven, Mich. Mfr's. Stonemetz Two-Revolution Presses.

Walter Scott & Co., Plainfield, N. J.

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Wood & Nathan Co., 30 E. 23rd St., New York, N. Y.

Job Printing Presses

American Type Founders Co. (See Type Founders.)

Golding Mfg. Co., Franklin, Mass.

Printing Machinery

American Type Founders Co. (See Type Founders.)

F. Wesel Manufacturing Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. Rouse & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

Keystone Type Foundry, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Printing Machinery and supplies.

Pavyer Printing Machine Works, 600-602-604 S. Broadway St., St. Louis, Mo.

The Acme Staple Machine Co., 112 North Ninth St., Camden, N. J.

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Barnhart Brothers & Spindler—All Branches. All kinds Type, Machinery, Wood and Steel Equipment, Brass Rule, Galleys, Chases, Inks, Leads and Slugs.

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American Type Founders Co. (See Type Founders.)

Printing Machinery Rebuilt

American Type Founders Co. (See Type Founders.)

Wire Stitchers

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American Type Founders Co. (See Type Founders.)

Paper Supplies

J. W. Butler Paper Co., Chicago, Ill.

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Rebuilt Printing Presses

American Type Founders Co. (See Type Founders.)

Numbering Machines

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Essex Engraving Co., 234-236 Congress St., Boston, Mass.

Globe Engraving & Electro. Co., 701 S Dearborn St., Chicago, Ill.

Sanders Engraving Co., 221 Olive St. St. Louis, Mo.

Gatchel & Manning, 27-41 S. Sixth St., Philadelphia, Pa.

Juergens Bros. Co., 167 Adams St., Chicago, Ill.

Electro Light Engraving Co., Scott & Browne Building, 411-415 Pearl St., New York City.

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Typesetting Machines

Mergenthaler Linotype Co., Tribune Bldg., New York, N. Y.

International Typesetting Machine Co., The Intertype. Foot of Montague St., Brooklyn, N. Y. Chicago: Rand-McNally Bldg. San Francisco: 86 Third St., New Orleans, 316 Carondelet St.

Lanston Monotype Co., 24th and Locust Streets, Philadelphia, Pa.

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American Type Founders Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress St.; New York, William and Franklin Sts.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., South; Denver, 1621 Blake St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Winnipeg, Canada, 175 McDermot Ave.

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